



SALES & MARKETING
**ALIGNMENT
WORKBOOK**

ALIGNING YOUR TEAMS

Use this workbook to help you understand how you can better align your buyer's journey along your Sales and Marketing process.

SALES & MARKETING ALIGNED TO THE BUYER'S JOURNEY



YOUR BUYER'S JOURNEY

WHAT ACTION DOES YOUR BUYER TAKE?

The first step is to understand the actions your leads will take along their buying journey. Fill out these sections to help you better understand how your buyer's actions are aligned with the actions your Sales and Marketing teams should be taking. And the actions your sales and marketing team should be taking to be better align with the buyer journey.

BUYER JOURNEY

Buyer Actions

YOUR COMPANY NAME BUYER'S JOURNEY

Research Internet, Events, Trade Shows, Referrals, Industry Resources	1	_____ _____ _____
Engagement Direct Contact via Website or Phone	2	_____ _____ _____
Consideration Needs Assessment Meeting	3	_____ _____ _____
Evaluation Buyer Reviews, Proposal, Involves Key Stakeholders	4	_____ _____ _____
Confirmation Decision / Approval	5	_____ _____ _____
Commitment Purchase	6	_____ _____ _____

YOUR SALES PROCESS

WHAT IS YOUR SALES PROCESS?

The next step is to look at your Sales Process, map out what you are currently doing, what's working and what needs improvement.

WHAT SHOULD YOU BE DOING TO GET BETTER ALIGNED?

Use the should do area to outline what you should be doing to get your sales process better aligned with your buyer's journey.

BUYER JOURNEY Buyer Actions

SALES PROCESS Selling Objectives

YOUR COMPANY NAME SALES PROCESS



YOUR SALES & MARKETING ACTIVITIES

WHAT ARE YOUR SALES & MARKETING ACTIVITIES?

Next, we examine your sales and marketing activities, map out what you're currently doing and look for areas of potential opportunity.

WHAT SHOULD YOU BE DOING TO GET BETTER ALIGNED?

Use the "Should Do" area to outline potential opportunities that better align with your buyer's journey.

BUYER JOURNEY Buyer Actions

SALES & MARKETING Activities

YOUR COMPANY NAME ACTIVITIES



YOUR TECH TOOLS

WHAT IS THE TECH TOOL KIT YOU CURRENTLY UTILIZE?

At this step, the tools you're using come into play. What tools are at your disposal now to help you work in the sales process?

WHAT SHOULD YOU BE USING TO GET BETTER ALIGNED AND CLOSE MORE SALES OR BE MORE EFFICIENT IN THE SALES FUNCTION?

Use the "Should Do" area to list the tools you should consider adding to your tool kit to maximize the output of your sales team.

BUYER JOURNEY Buyer Actions

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Confirmation
Decision / Approval

Commitment
Purchase

TECH TOOL KIT

Website, Trade Show Booth, Marketing Automation Software

Marketing Automation, CRM, Professional Level Communication Systems

CRM, ERP, Job Costing Tools

YOUR COMPANY NAME TOOLS

1

Should Do:

2

Should Do:

3

Should Do:

YOUR VALUED ASSETS

WHAT ARE THE ASSETS YOU OWN AND USE AT EACH STAGE?

Next, we will look at the assets you own that can be leveraged to help at each stage of the buyer's journey.

WHAT ASSETS ARE MISSING OR REQUIRED TO REACH YOUR POTENTIAL?

Use the "Should Do" area to fill in any identified gaps (i.e., further address the needs of a buyer at each stage of the buyer's journey to ensure your success).

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REQUIRED ASSETS

Optimized Website, Videos, Content, Media, Thought Leadership (All Built Uniquely for Your Buyer)

Case Studies, Sales Collateral, 3 Key Differentiators, Communication Templates, Strong People

Professional Quote / Proposals & Delivery Relationship Drivers / People

YOUR COMPANY NAME ASSETS

1

Should Do: _____

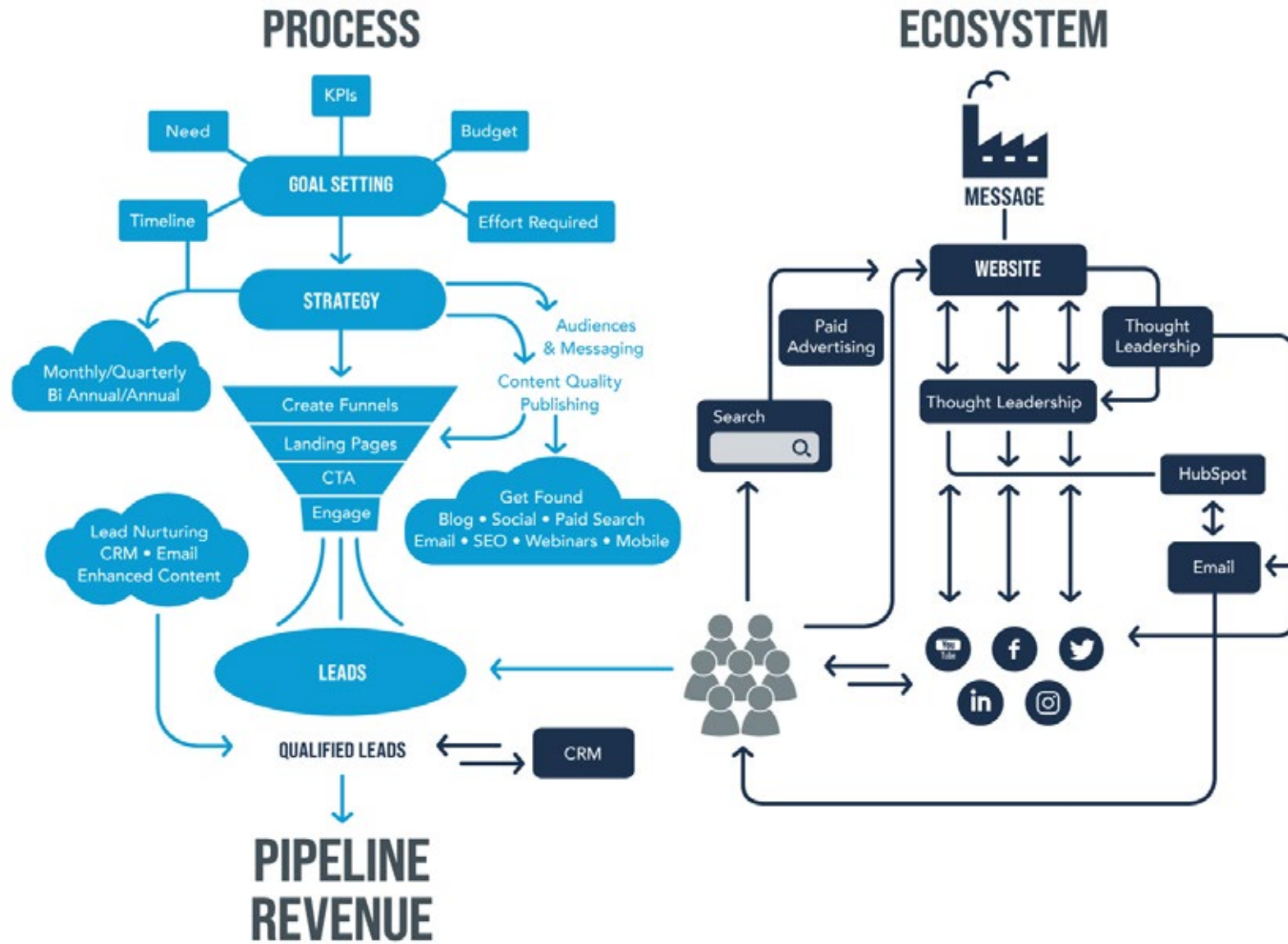
2

Should Do: _____

3

Should Do: _____

THE SYNCSHOW ECOSYSTEM





STILL HAVE QUESTIONS ABOUT ALIGNING SALES AND MARKETING?

SyncShow helps manufacturing companies synchronize sales and marketing to show results. With over 18 years of experience, we are a turnkey provider of lead-to-revenue solutions. We offer an unique alignment to the industrial buyer's journey.

CALL US TODAY TO LEARN MORE: 440.356.1903

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