



Webinar



Podcast



Event

Breaking Down Silos Integrating Sales and Marketing

Monday 17th May 2021

Cognism 

Panel



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Agenda



1. Targets



1. Setting Targets



It's vital to align sales and marketing on the same goals.

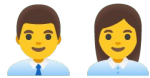
- Agreement on SLAs/expectations on both sides
 - Inbounds actioned
 - Content leads
- Have a process and expectation for sales requests for Marketing. 80/20 rule and communication of Marketing strategy and plans.
- The Marketing Team should measure themselves on the same metrics that the Sales Team do: MBs, SQOs and Revenue.

Marketing				
MDR Headcount	2.5	2.5	2.5	2.5
Marketing Spend	\$ 40,000.00	\$ 40,000.00	\$ 45,000.00	\$ 45,000.00
Marketing SQOs	73	73	82	82
Content SQOs	40	40	40	40
Inbound SQOs	23	23	29	29
Paid SQOs	10	10	13	13
Marketing Attended	97	97	109	109
Partner Headcount	2	2	2	2
Partner Attended	18	18	18	18
Partner SQOs	12	12	12	12
Partner Deals	5	5	5	5
Content Deals	7	7	7	7
Inbound Deals	6	6	8	8
Paid Deals	2	2	3	3
Partner Deals	5	5	5	5
Marketing Deals	15	15	18	18
Partner Deals	5	5	5	5
Partner Revenue	\$ 5,760.00	\$ 5,760.00	\$ 5,760.00	\$ 5,760.00
Marketing Revenue	\$ 18,418.91	\$ 18,418.91	\$ 21,135.27	\$ 21,135.27

2. MDRs

A decorative graphic at the bottom of the slide consisting of three nested triangles. The outermost triangle is teal, the middle one is a lighter teal, and the innermost one is a light purple-grey. They are all centered and point downwards.

2. MDRs



What is an MDR and how does an MDR help with aligning sales and marketing?

- What is an MDR?
- Responsibilities
- Difference between MDR and SDR
- How are they measured
- Close alignment with marketing: cadence writing, lead volumes and quality, SLA's - destinies tied together

3. Revenue Team



3. Revenue Team



Using activities to enable alignment between teams.

- Company Culture: Call yourself a Revenue Team
 - Slack Channels, Sales and Marketing joint meetings
 - Sales and Marketing function together as a unit
 - Celebrate all success as the same
 - Come together to overcome challenges in pipeline generation and key metrics. MB:MA conversion issue - implemented video intros and WOW moments video to cadences
 - Understanding of each others roles and responsibilities and impact on the team's results
-

Cold Calling Day 📞

- Run cold calling days where everyone in the Sales and Marketing teams at participate in cold calling prospects. Marketing where calling their own leads.
- Over 52 demos were booked on the day, breaking previous records.



4. Content & Personal Branding



4. Content and Personal Branding



Cognism Content is available for every team to utilise.

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- Creating a Platform for Personal Branding. Weekly workshops at Cognism are incentivised. Embrace the idea of the creating LI content that supports one another and elevates the brand as a whole.
 - At Cognism, Marketing make the Sales team the focal point of our content to encourage alignment.
 - Sales are showcased in videos, webinars, blog posts etc
 - Use the space in your email signatures to get the content in front of your sales team
-

WHAT CAN YOU PUT?

Articles You've Featured In

Quota Attainment

Responsibilities

Description of value to audience of current business

Account Executive

Nov 2019 – Present · 1 yr 7 mos

London, United Kingdom



Employee Spotlight:
Business Developme...

Q1:

Team attainment: 127% vs MRR target

Individual attainment: 238% vs MRR target

Jan '21:

Team attainment: 115% vs MRR target,

Individual attainment: 232% vs MRR target,

Feb '21:

Team attainment: 137% vs MRR target

Individual attainment: 178% vs MRR target

5. Learning from Sales



5. Learning from Sales 💡



Implementing Feedback from Sales into the Marketing Team

- Listening to calls (Gong). **Your marketing team should do this too! All the time.**
- Slack channel dedicated to the best calls.
- Cognism Mission Statement = 'Make Sales Easier'
- Competitor insights for battlecard creation and messaging ideas
- Messaging and positioning should be aligned across the whole business, but especially across the whole revenue team

6. The Role of RevOps



6. The Role of RevOps

Using RevOps to Break Down Silos between Sales and Marketing.

- Cognism is at a growth stage where RevOps is needed
- Function: brings all of revenue together and enables alignment between Sales and Marketing teams
- Utilise them as the neutral voice in the room
- U-shaped attribution model



Revenue Champions Podcast 🙋

The Ultimate B2B Podcast presented by Alice and Jon


- Available on [Spotify](#), [Apple Podcasts](#) and other major podcast platforms. Check it out if you'd like to hear more sales and marketing insights and interviews with industry leaders!



Any questions?

This webinar has been recorded.
A link will be sent out later, along with a copy of
the presentation slides.

For more resources on data privacy,
visit: cognism.com/blog

An abstract graphic in the bottom right corner consisting of numerous thin, red, wavy lines that flow and curve upwards and to the right, creating a sense of movement and depth against the dark blue background.