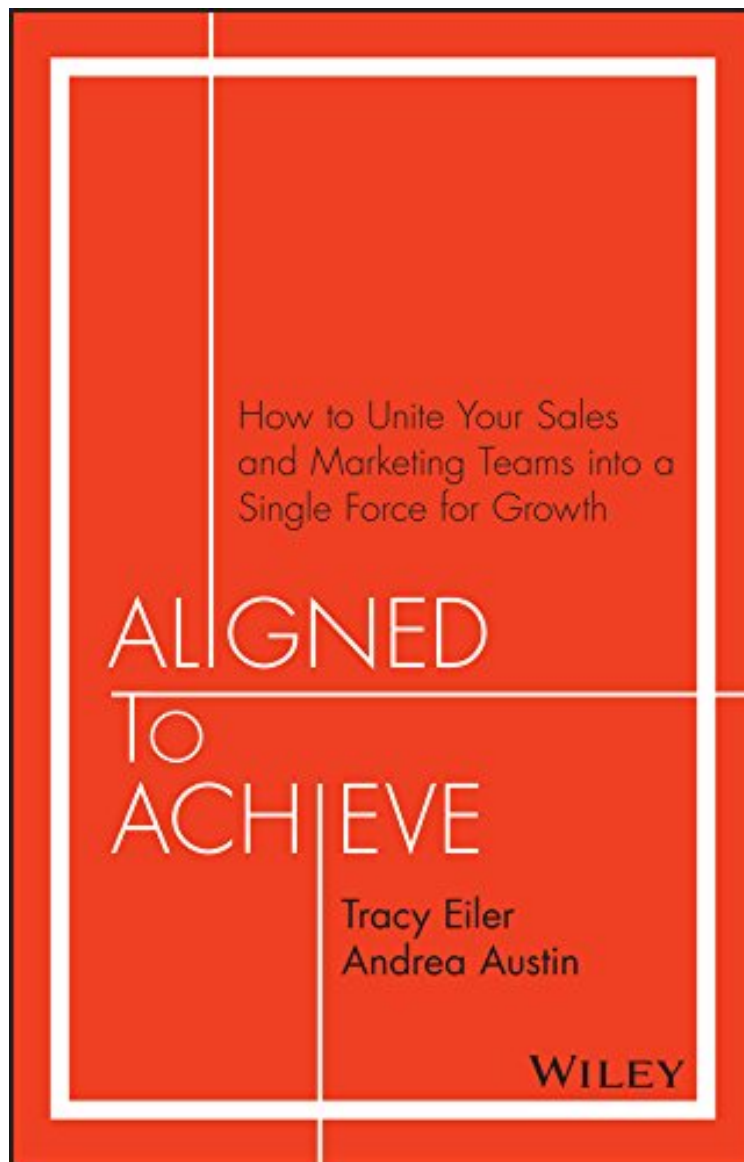


[Free pdf] Aligned to Achieve: How to Unite Your Sales and Marketing Teams into a Single Force for Growth

Aligned to Achieve: How to Unite Your Sales and Marketing Teams into a Single Force for Growth

Tracy Eiler, Andrea Austin

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Tracy Eiler, Andrea Austin : Aligned to Achieve: How to Unite Your Sales and Marketing Teams into a Single Force for Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised Aligned to Achieve: How to Unite Your Sales and Marketing Teams into a Single Force for Growth:

0 of 0 people found the following review helpful. If sales+marketing alignment is an issue in your organization, READ

THIS BOOK! By Cory Bray This book is a must-read for all sales and marketing leaders! If you're struggling with alignment, you will find several actionable strategies and tactics to turn "us vs. them" into revenue! Eiler and Austin obviously know their stuff and this book is heavily researched with several real-life examples. 1 of 2 people found the following review helpful. Terrific Advice By Customer This is a very comprehensive book for those looking to understand how to get unified and effective results between sales and marketing. Highly recommended! 2 of 3 people found the following review helpful. How to get marketing and sales profitably aligned. By Douglas N. Burdett [[VIDEOID:32f6f70fc6f749e9fbe1c5058ff18c3b]] Hi Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book ldrquo;Aligned to Achieve: How to Unite Your Sales and Marketing Teams into a Single Force for Growthrdquo; by Tracy Eiler and Andrea Austin. Sales and marketing alignment. To a lot of business people that is some kind of mythical fairy tale land with unicorns, rainbows and leprechauns. Of course, thatrsquo;s not the case, but one thing sales and marketing alignment does have is a pot of gold at the end of a rainbow. According to SiriusDecisions, when sales and marketing teams are aligned they are averaging 19 percent faster revenue growth and 15 percent higher profitability. Thatrsquo;s why sales and marketing alignment is not some nice to have, feelgood corporate kumbaya. Itrsquo;s a requirement for faster, more profitable growth. The co-authors of the book are the Chief Marketing Officer and the VP of Enterprise Sales at InsideView a software as a service company. They have worked at companies where sales and marketing were aligned, and at companies where they were not aligned, and saw how counterproductive and less profitable that approach was. So why do companies with sales and marketing alignment have faster growth and higher profitability? Itrsquo;s because the way your customers buy has changed dramatically. In the past when your customers were researching the solution to a problem and a possible purchase they had to contact the seller early on the process in order to get information. At that point, the seller could guide (or strongarm) the buyer along toward a purchase. The internet has changed that ndash; now customers prefer to educate themselves online and hold off on contacting the seller until as late as possible. Because of that, sales needs more help from marketing, particularly with content, to help guide the buyer through their process. As the authors say repeatedly in the book, ldrquo;sales can't do it alone and marketing exists to make it easier.rdrquo; In the book, Eiler and Austin walk you through granular details of how to achieve greater sales and marketing alignment through four lenses: 1) leadership, 2) culture, 3) process, and 4) technology. And knowing that the secret of getting ahead is getting started, the authors conclude each chapter with the first things that you should do about that chapter to get the ball rolling. Sales and marketing alignment is no longer a fairy tale, but evidence shows that there is in fact a pot of gold at the end of the process once you start heading in that direction. And to listen to an interview with Tracy Eiler about ldrquo;Aligned to Achieve,rdrquo; visit MarketingBookPodcast.com

A smart, practical guide to rocket-powered business growth Aligned to Achieve puts sales and marketing on the same page, creating a revenue 'dream team' that will drive your organization to new heights. Smart, practical explanations, case studies, and tips guide you toward action over theory, and dozens of examples illustrate the tangible effects of these changes in action at business-to-business companies. Written by sales and marketing executives who have made alignment work, this book is directed toward practitioners and leaders seeking to crack the code of sales and marketing alignment. Contributions by industry thought leaders and B2B executives provide fresh perspective and nuanced direction, while thoughtful, strategic, and well-supported guidance throughout helps you remove the obstacles standing in the way of your organization's financial and strategic goals. Misalignment between sales and marketing is an age-old problemdash;frequently lamented, but seldom addressed. As this schism grows amidst the evolving marketplace, its effects on top and bottom line performance are being felt more than ever before. This book shows you how to bring sales and marketing together effectively once and for all, leveraging their strengths to build an unstoppable force for growth. Understand the cost of misalignment and the driving forces behind it Learn strategies for improving your culture, process, leadership, and technology to initiate and support alignment Identify the best places to modify your sales and marketing programs to kickstart collaboration and cooperation between your teams Discover how other companies are uniting their sales and marketing teams into a single force for growth Walk away with practical advice on how to apply recommendation in the real world Misalignment is frustrating for everyone in sales, marketing, and leadership. It's also detrimental to your organization's performancedash;but the problem is not insurmountable. In fact, most of the obstacles it creates are self-inflicted, and entirely within control of leadership. Aligned to Achieve helps you identify and remove those obstacles, and build a culture of sustainable growth.

From the Inside Flap The misalignment of your sales and marketing teams does more damage than you think. The disconnect between marketing and sales goes way back in history, but the business impact is getting worse and is now directly affecting top- and bottom-line performance, according to original research. Aligned to Achieve brings both sides to the table to explore why alignment is so critical, and then provides a concrete action plan for achieving alignment in any company. Customers don't see marketing and salesdash;they see a brand, which is one reason misalignment can damage growth and profits even when both departments are achieving team goals. Even if both teams use the same data, research shows the majority of teams have no idea what the other is doing and the result is

lost revenue; lots of it. For the first time, two pioneering executives in marketing and sales share their firsthand experience aligning business-to-business organizations in a convenient and comprehensive road map. Written for real-world use, it tackles the tough objections and common pitfalls to avoid along with the hands-on strategies for improving culture, process, leadership, and technology; all to drive alignment. Every topic is examined in straightforward, jargon-free language and includes insights from the authors as well as today's leading minds and studies. Illustrative case examples demonstrate how strategies unfold in actual practice, and every chapter includes a checklist of things to do, "if you do nothing else," to ensure your organization survives until it can fully align and thrive. This single resource gives you the versatility to spearhead the full alignment of any size organization; in fact, take it into the boardroom with you to confidently: Create and lead sales and marketing initiatives proven to inspire teams and increase collaboration Build alignment into every process at every level, from corporate leadership down Optimize your technology to make customer data your company's currency for growth The journey of today's buyer has changed as their access to information has increased; their path is no longer linear nor does it follow your sales process. If you don't adapt, you will fail. This new paradigm requires breaking down walls, sharing common goals, and effectively communicating in order to be Aligned to Achieve. From the Back Cover Crack the Code to Rocketing Business Growth Aligned to Achieve challenges the status quo of marketing and sales operating in disharmony and prescribes an empirically supported framework to completely align the revenue teams, from lead generation to closing. Fast-paced, intelligent, and written for practical implementation, this evolutionary guidebook for the busy, forward-moving executive provides a tangible, repeatedly successful approach to unifying sales and marketing on messages, goals, data, and processes. Competition in the business-to-business space has evolved rapidly with advances in technology, and organizations that don't update obsolete growth strategies will fail. The market is crowded, and differentiating a brand to hold a buyer's limited attention requires a consistent, seamless journey through every purchase. This inspiring guide gives you everything you need to make it happen. "Austin and Eiler offer a wonderfully fresh perspective through their paired marketing and sales voices. They're empowering our industry to move the dialog forward with the insights and concepts they've shared in Aligned to Achieve." —Phil Fernandez, CEO of Marketo "Written by two of the brightest sales and marketing leaders in b-to-b, Aligned to Achieve covers proven strategy and pragmatic tactics together in an easy-to-read format. Highly recommended for all revenue generators who want to increase the effectiveness and ROI of their efforts moving forward." —Matt Heinz, President of Heinz Marketing "The importance of sales and marketing alignment has been talked about for years but rarely acted upon. Aligned to Achieve provides the foundational 'why' sales and marketing must align, which is supported by fact-based research conducted by the authors. More than just theory and fluff, you will find specific, actionable steps your organization can take now to align across the board. This book is required reading for all sales and marketing leaders and their CEOs." —Barbara Giamanco, Author of The New Handshake: Sales Meets Social Media About the Author TRACY EILER has been driving marketing strategy at technology companies for 25 years. She is the chief marketing officer at InsideView, where she leads the company's end-to-end marketing strategy to help sales and marketing leaders grow revenue. Tracy was recently named a B2B Demand Marketing Game Changer, and included in the Top 20 Women to Watch in Sales Lead Management, and Top 30 Most Influential Women in B2B Marketing Technology. ANDREA AUSTIN has been building high-performance, customer-focused teams that capture sustainable growth for over 20 years. She is the vice president of enterprise sales at InsideView, where her passion for collaboration fosters a climate that inspires sales and customer success teams to challenge the status-quo. Andrea has been named a leading sales mentor by Women in Sales North America.