

SALES & MARKETING

DEPARTMENTS IN DIFFERENT DIMENSIONS

Sales and marketing are closely linked—both are revenue-builders. But as the two become intertwined, it becomes difficult to tell the difference between them. They're like two sides of a coin. They exist side-by-side, collaborating and communicating when needed—or at least they should be.

When sales and marketing don't work together, they seem to exist in different dimensions. They're right next to each other, but they don't even see one another.

THE SALES DIMENSION

The Sales Dimension uses marketing content for daily sales presentations—but is often left scrambling to find it as it's stuck in the Marketing Dimension.

On average, sales reps spend

43 hours per month

searching for information¹



MARKETING ARCHIVES

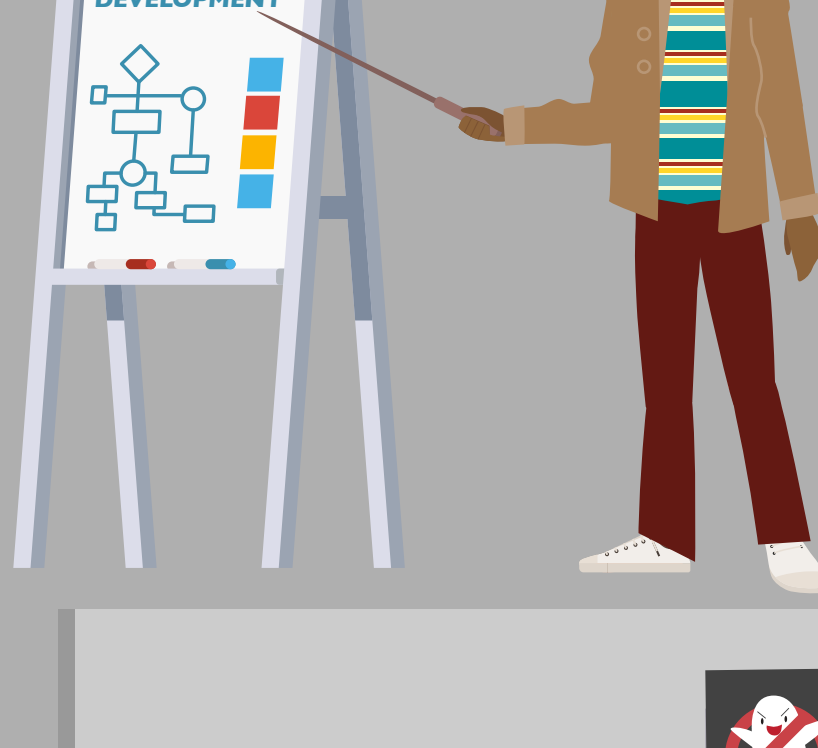


65%

of sales reps say they can't find content to send to prospects²

34.6%

of sales teams report the least alignment around asset content development³



76%

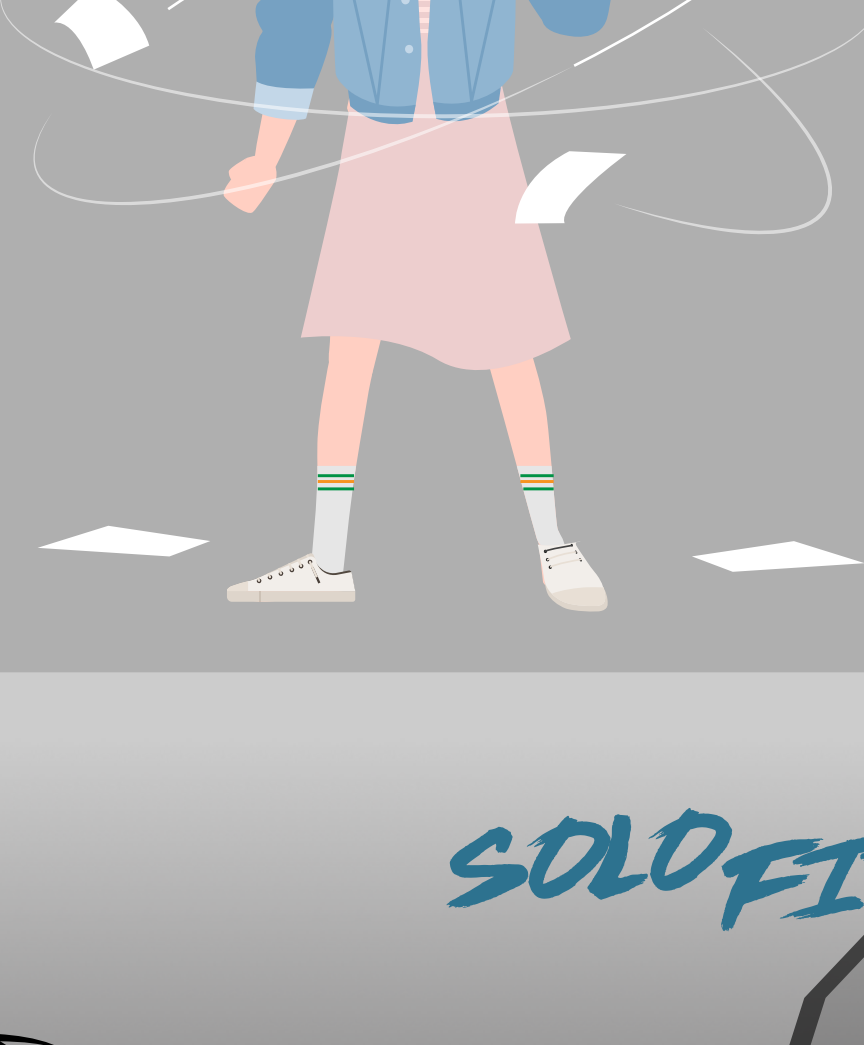
of content marketers forget about sales enablement⁴



Salespeople spend an average of

30 hours per month

creating their own selling materials⁵



THE SOLD FIRE PORTAL

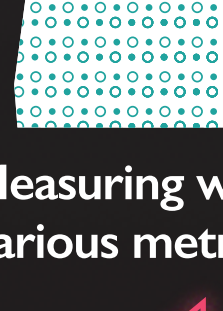
Pain points among sales and marketing teams⁶



Lack of communication



Broken or flawed processes



Measuring with various metrics



Poor alignment costs B2B companies over **10% of annual revenue**



Aligning sales and marketing is proven to deliver **19% more growth**



Companies with closely aligned sales and marketing functions have **36% higher customer retention rates⁷**

THE MARKETING DIMENSION

Over **80%** of content created by marketing goes unused by sales teams⁸

2/3

of customers feel that sales people are unprepared for their meetings⁹



Less than

1/3

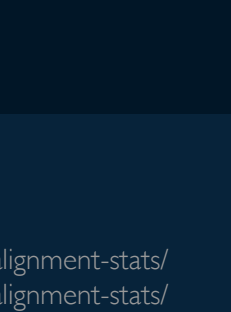
of a sales person's time goes to core selling activities¹⁰



Up to

40%

of a rep's time is spent looking for or creating content to share with prospects¹¹



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www.solofire.com

SOURCES:

¹ Aberdeen, 2015

² <https://marketeerapost.com/sales-marketing-alignment-stats/>

³ <https://marketeerapost.com/sales-marketing-alignment-stats/>

⁴ <https://contentmarketinginstitute.com/2010/09/audience-content-marketers-ignore/>

⁵ <https://blog.pandadoc.com/10-ways-sales-marketing-working-together/>

⁶ <https://blog.pandadoc.com/10-ways-sales-marketing-working-together/>

⁷ Sirius Decisions, 2013

⁸ <https://www.salesforce.com/blog/2016/07/effective-marketing-sales-communication.html>

⁹ <https://www.salesforce.com/blog/2016/07/effective-marketing-sales-communication.html>

¹⁰ <https://www.salesforce.com/blog/2016/07/effective-marketing-sales-communication.html>

¹¹ <https://www.salesforce.com/blog/2016/07/effective-marketing-sales-communication.html>