



ALIGNING TEAMS AROUND UNIFIED OBJECTIVES



Discussed in this article:

DEFINING AND CREATING A VISION

ESTABLISHING GOALS AND METRICS

CREATING A SERVICE LEVEL AGREEMENT

Building a Shared Vision with Common Goals

As we discussed in our recent article [So What is Sales Enablement](#), a structured sales process will outline the steps required to attract your ideal prospect and guide them through your sales cycle. We emphasized further that the process should start at the early stages of the buyers journey to ensure visibility during the 70% of their journey that gets completed prior to reaching out to sales.

Prior to mapping out this new internal sales process, it is critical to get both sales and marketing on the same page relative to a shared vision, common goals and in agreement relative to responsibilities that ensure they are focused on the same objectives.

To understand how to develop a vision, we must first understand what a vision is, and why it is so important. A vision is a state that you want your business to be at that defines your purpose, future objectives and aligns with your core values. The "Why" to why you are in business. Your vision should be concise, specific and time bound.

Now that you know what a vision statement is, why is it so important?



In his Forbes article [8 Ways to Ensure your Vision is Valued](#) Joseph Folkman tells us that employees which find an organizations vision more meaningful have a 68% engagement level versus the 40% average. These employees are generally more motivated, work more passionately and experience higher productivity rates when compared to their average or underperforming colleagues.

Once you have established your vision, the supporting goals are the metrics that will help you get there and are usually more strategic in nature typically spanning over longer periods of time.



Shorter term, or operational goals, are typically more tactical in nature and address the daily activities required to incrementally push forward the corporate vision driven goals. When relating that to the alignment of your sales and marketing teams, this can begin with the creation of a service level agreement.

Holding Teams Accountable with a Service Level Agreement (SLA)

As defined previously, an [SLA](#) is an agreement between sales and marketing that is designed to produce a desired outcome and reduce friction based on a set of complimentary goals. To properly create an agreement there are a few key metrics that must be established.

- The average rate at which leads are converted to opportunities
- The average rate at which new opportunities are closed
- The average value of your leads and opportunities

Once established, deliverables and expectations can be set for both teams. Ultimately these should be revenue driven to ensure you are able to measure if your efforts are effective.

This also helps get your sales and marketing teams talking the same language. For example, asking marketing to deliver \$100k in new lead value versus 100 new leads per month. Not only will this give your marketing team the flexibility to choose the most effective lead generation channel based on their knowledge of conversion rate or probability by media type, it sets a revenue expectation to pass along to sales. This allows you to calculate a measurable metric.

To put this into perspective, to achieve an annual revenue goal of \$1.2m at a 5% deal win rate, marketing must generate over \$3m in monthly lead revenue assuming a 60% lead to opportunity conversion rate.

Think about that for a minute then ask yourself how important reduced friction is in your sales process, and also compare that with the metric that you are up to 70% more likely to win business with an existing client versus just 20% with a new lead.

Once the deliverable for marketing has been set, the responsibility of sales is to follow up on the leads provided as soon as possible. Like any SMART goal, it is critical that this has a time bound expectation. For example, asking sales to follow up on each marketing lead within 24 hours of receiving it.

Kallan Sales Development works with small to medium sized businesses to create and implement scalable enablement solutions that drive sales velocity, team alignment and revenue generation.

[Contact Us](#) today to discuss your sales enablement goals.

Tips for optimizing your SLA

When establishing the deliverables of each team, it is important to know if your lead generation capacity is aligned with your ability to follow up on each lead in the defined timeframe.

Tip #1 - Distribute lead generating activity with routine cadence such as over a four week period versus all at the beginning of the month.

Tip #2 - Utilize inside sales or business development resources if lead generation outpaces your ability to perform sales follow up activity.

Tip #3 - If sales follow up out paces lead generation, leverage sales to follow up on early stage lead development that might not be sales ready.

Once you have developed a vision that sales and marketing can buy into each team can operate with a unified purpose. Accompanied with the establishment of a service level agreement both teams can be aligned on responsibilities and goals, which will further reduce friction in your newly developed sales process.



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