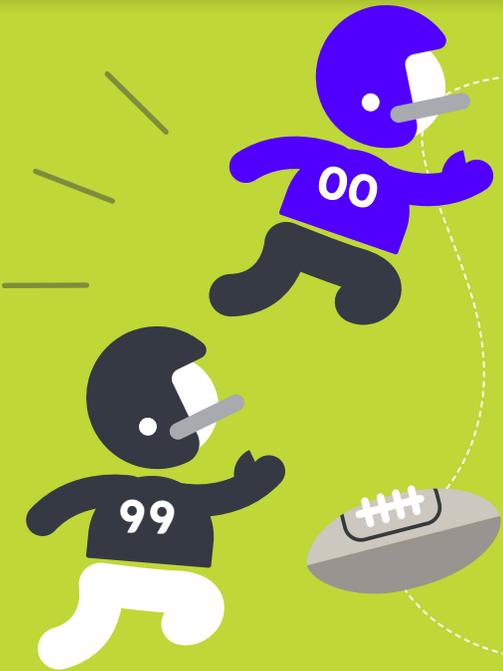


# 3 Levels of Sales & Marketing Alignment Maturity

From Hand-off to Orchestrated Team

The number #1 account-based success factor is the ability to coordinate programs across Marketing, Sales Development, and Sales. If you want to close more deals, your Sales and Marketing departments should operate as a team and follow an orchestrated process, rather than a hand-off baton pass. In an orchestrated Sales and Marketing environment, players have distinctly different positions—offense and defense—but they work together to pass the ball back and forth down the field to create and win new business and drive account growth. Companies attempting to move Marketing and Sales towards the orchestrated movements of a well-practiced team go through three levels of maturity.



## Level 1: Communication via Shared View of Accounts

Sales and Marketing share data about accounts—but act independently from each other. It's still a baton hand-off, but the departments work off the same data and metrics.

# 74%

of business buyers say sales' awareness of marketing campaigns is important to win their business

*Salesforce, State of the Connected Customer*

## Level 2: Activation via Proactive Alerts

Marketing alerts Sales about key insights and nudges them to take the right actions. Marketing acts like the quarterback, calling the plays that prompt the team (or at least the SDRs) to act.

Most sales reps and SDRs appreciate email or Slack alerts about account engagement. This proactively tells them where they should focus and what actions they should take, without waiting for them to log into the CRM.

# 85%

of B2B sales reps who receive alerts on opportunities say the alerts help them do their job better

*Salesforce, State of the Connected Customer*



## Level 3: Orchestration via Integrated Plays

True orchestration is when both departments work together as a single team, perfectly in sync, running integrated plays and coordinating everything with regular standups.

Like a good football coach, create a “playbook” of integrated plays, and then have Marketing, Sales, and SDRs meet regularly to “call the plays” they want to run. We call these meetings ABX Standups.

# BOOM!

Learn more about how you can improve your account-based programs and unlock the secrets to achieving skyrocketing growth through account-based experience (ABX), get your copy of [The Clear & Complete Guide to Smarter GTM™](#)

