

# The Buyer's Journey

## From a Chief Revenue Officer and Chief Marketing Officer's Point of View

Sales and marketing collaboration is a common goal among businesses, but deliberate strategy and execution are needed to be successful. Fundamental factors include:

### 1 Identify the Best Opportunities Through a Team Approach

Create a cross-functional strategy team of sales and marketing to zero in on high-value target accounts from the start. Making sure they look at the same account data and have enough target accounts is critical.

### 2 Align Priorities

Success metrics for sales and marketing should be centered around the same pipeline and revenue goals, supported by the same one-true-source of data.

### 3 Engage Intelligently

Continuously track prospect engagement and adjust campaigns as necessary. Have an interplay between marketing and sales activities throughout the buyer's journey, from awareness, to qualified opportunity, to sales wins and post-win servicing.

### 4 Close Business Faster

Sales and marketing should work as a single team to "pass the ball back and forth" instead of marketing handing a baton off to sales. For example, sales can drive the selection process while marketing helps guide it with data, and both engage the same accounts to close more business.



"You need to work as a single team. Gone are the days of marketing generating leads and handing them off to sales."

—Jon Miller, Chief Marketing Officer, Demandbase

"Demandbase has a cross-functional strategy team that works together to identify the best sales opportunities and decide what will work."

—Allison Metcalfe, Chief Revenue Officer, Demandbase