




EXPERIENCE MAKERS^{LIVE}





Sharing a Piece of the Pie: Sweetening Sales and Marketing Alignment

Chelsea Kiko & Julz James

Who Are We?



Chelsea Kiko
Marketing Operations Manager
McGraw Hill



Julz James
Sr. Marketing Operations
Manager
Blue Prism

Why Are We Qualified to Talk About This?

- Combined we have the following accolades:

- 10x Marketo Champion
- MCSA
- 8x Marketo Certified Expert
- MUG Leader
- 2x Revvie Finalist – Champion of the Year
- Revvie Winner – Champion of the Year & Marketing Team of the Year

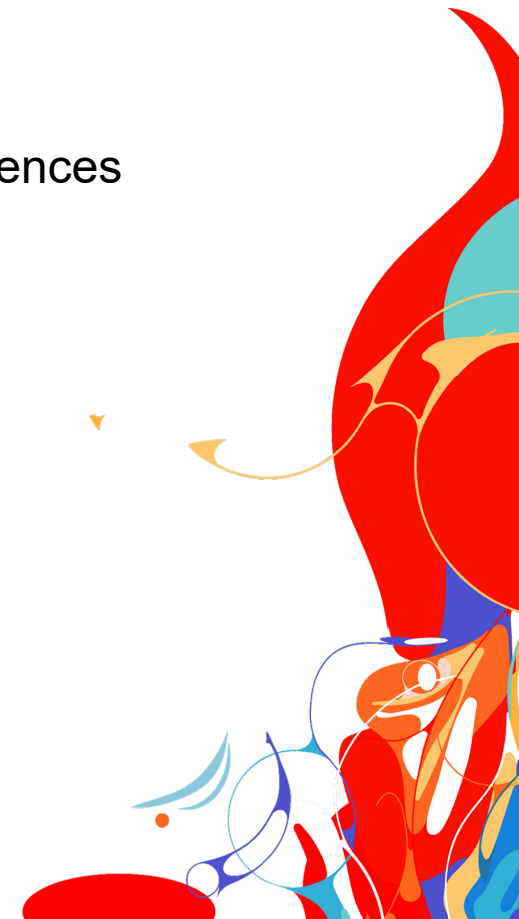
- 2x Fearless 50
- 2020 Adobe Experience Maker Award WINNER – The Ambassador
- Have contributed to over 30 blogs, 10 webinars, 7 Marketo Summit Speaking Appearances, 15 videos, #KreweChat contributor

.....we could keep going but it's start to show how embarrassingly involved we are



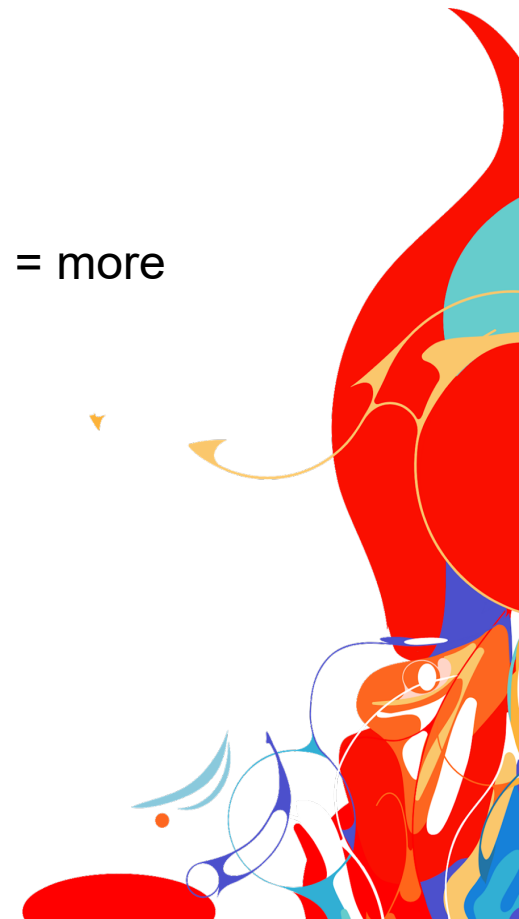
Agenda

- Why Sales and Marketing Alignment is Important?
- How to effortlessly explain operational processes to sales
- The ins and outs of a marketing operations and how it influences revenue
- What are MQL's and why should sales care?

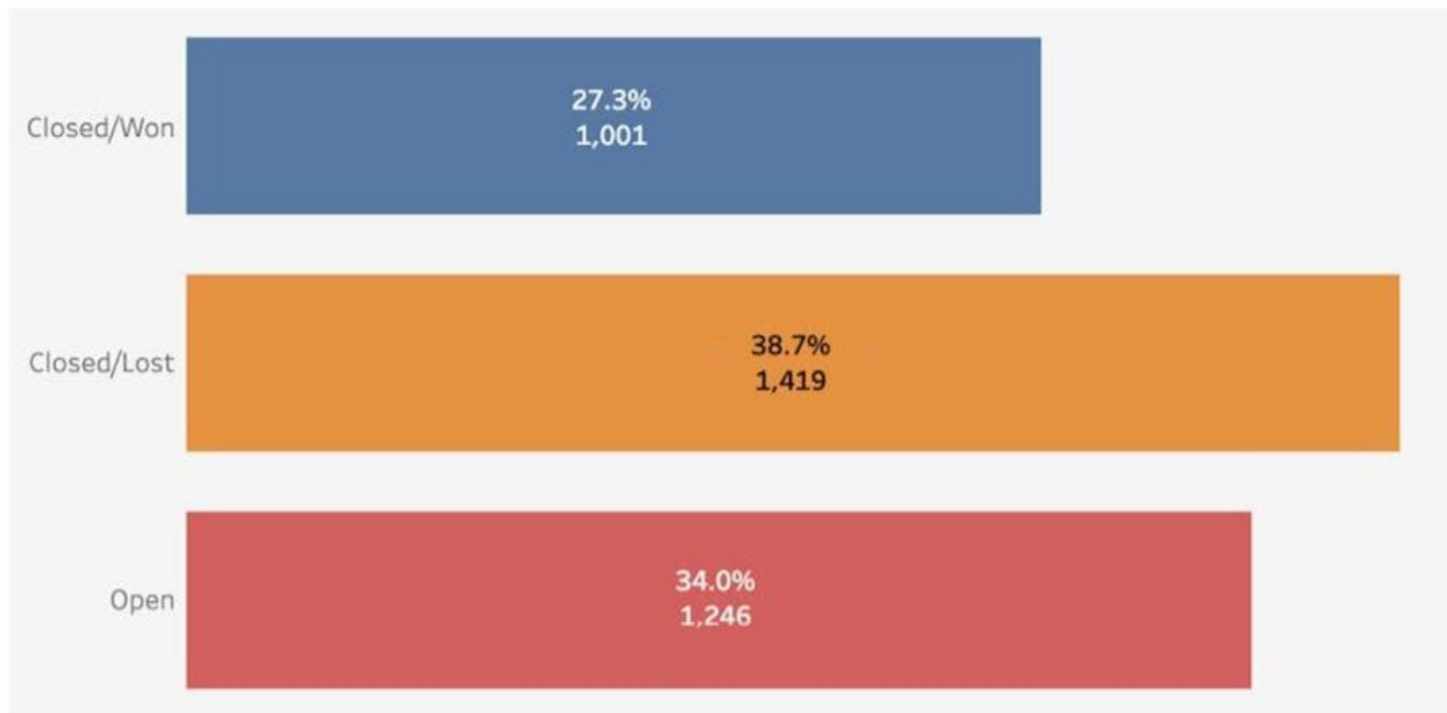


So...Why Sales and Marketing Alignment is Important?

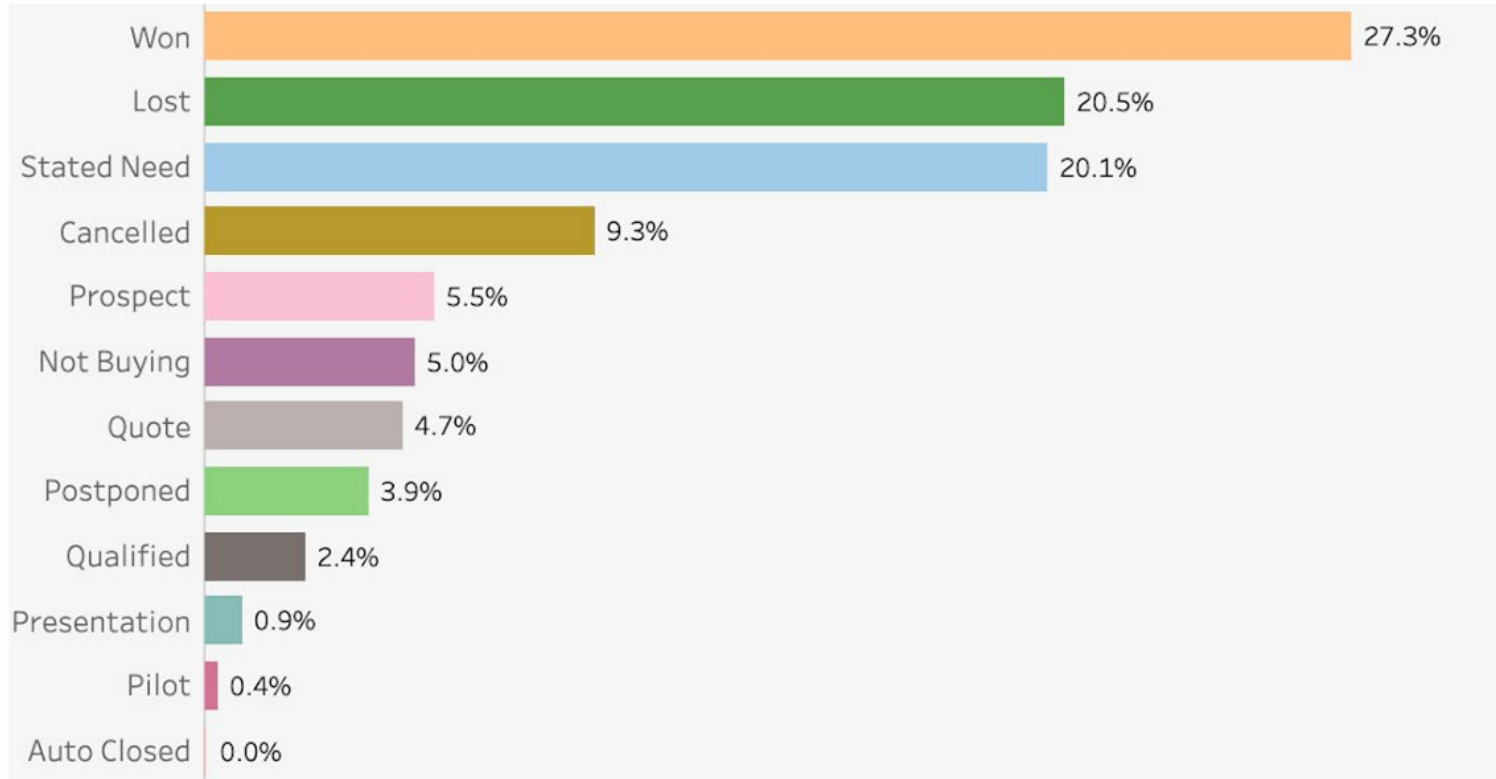
- Better quality prospects
- Higher conversion rate
 - Better prospects = better opportunities = more closed/wins = more revenue
- Customer will be serviced more quickly
 - Sales has more time, less cold calling and junk leads



Opportunity Stage



Stage Name

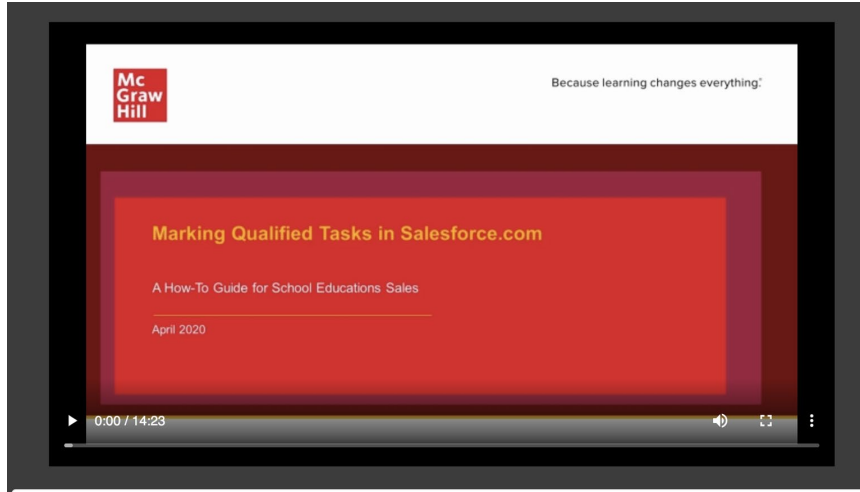


How to Easily Explain Operational Processes to Sales

- Training, training, training!
 - How-To Documents
 - Create training videos
 - Partner with sales leadership or sales ops
 - Survey the sales team ahead of enhancements
 - They will then feel heard and are more likely to accept change



How to Easily Explain Operational Processes to Sales



Marketing Qualified Lead Tasks

How-To Guide for Sales: "Marketing Qualified Lead" Tasks in SFDC

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[Updated on 4/28/2020]

The ins and outs of MOPs and how it influences revenue

- Campaigns 101
 - Why Marketing and SFDC Campaigns are important for Sales
 - How to tag Opportunities to SFDC Campaigns
 - Request Processes
 - Types of content based on lifecycle
- Lead Scoring
 - What are MQL's and why should sales care?





The ins and outs of MOPs and how it influences revenue

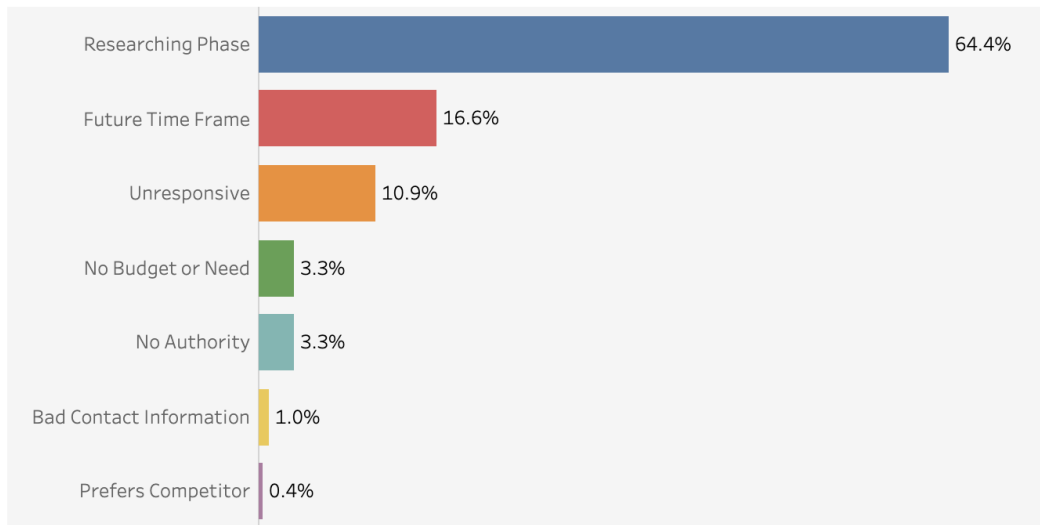
- Nurturing
 - The messaging doesn't just stop
- Lifecycle
 - Velocity from Prospects to MQL/SAL/SQL
 - Why does this matter?!
- Other processes
 - Hand Raisers Only



MQL SLAs

Service Level Agreements are important in any aspect of business, but it helps your relationship with sales to keep accountability

Reasons For SAL No Status

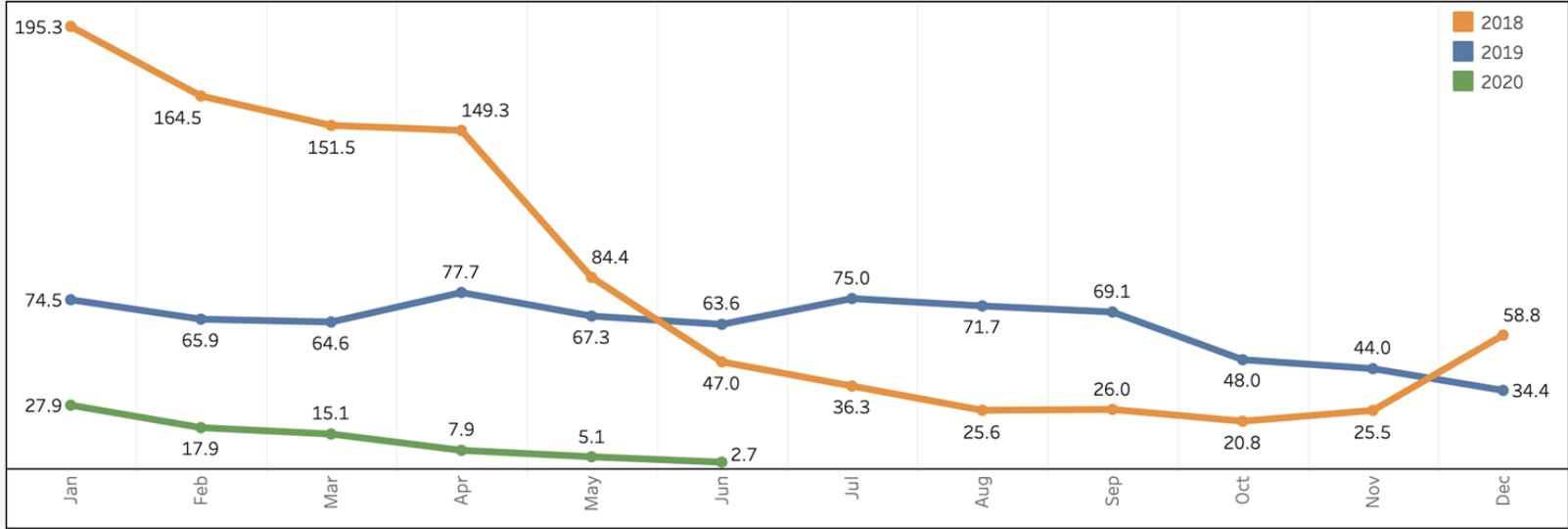


Avg Days To
Accept/Reject
7.9

Avg Days To
Completion
20.0

MQL SLAs

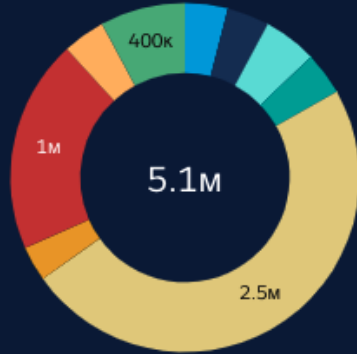
Average Days To Accept/Reject By Year



Sourced vs. Influenced Opportunities

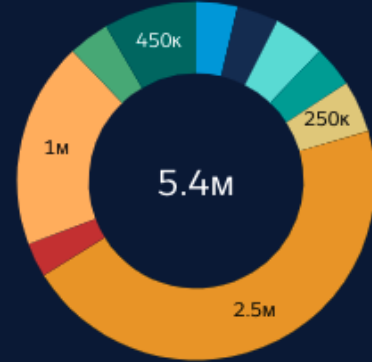
FY21 Event X Sourced Opps

Sum of Amount (ACV) (converted) (USD)



FY21 Event X Influenced Opps

Sum of Amount (ACV) (converted) (USD)



Key Takeaways

- Work with Sales
 - What looks like a good lead to sales
 - Set SLA's
 - Ask why MQLs are requested
- Educate
 - Campaigns 101
 - How we can help sales
 - SFDC Training
- Track
 - Dashboards
 - Tagging contacts to opps



Thank You!

Questions?



Additional Resources

- [Marketo Resources](#)
- [Marketo Blogs](#)
- [KreweChat - Attribution](#)
- [KreweChat - Lead Scoring](#)
- [SFDC - Tagging Contacts to Opps](#)



