Building an Aligned Go-to-Market Organization

Breakout Session: Improving Marketing <> Sales Collaboration for Growth

May 14, 2025

2025
Spring
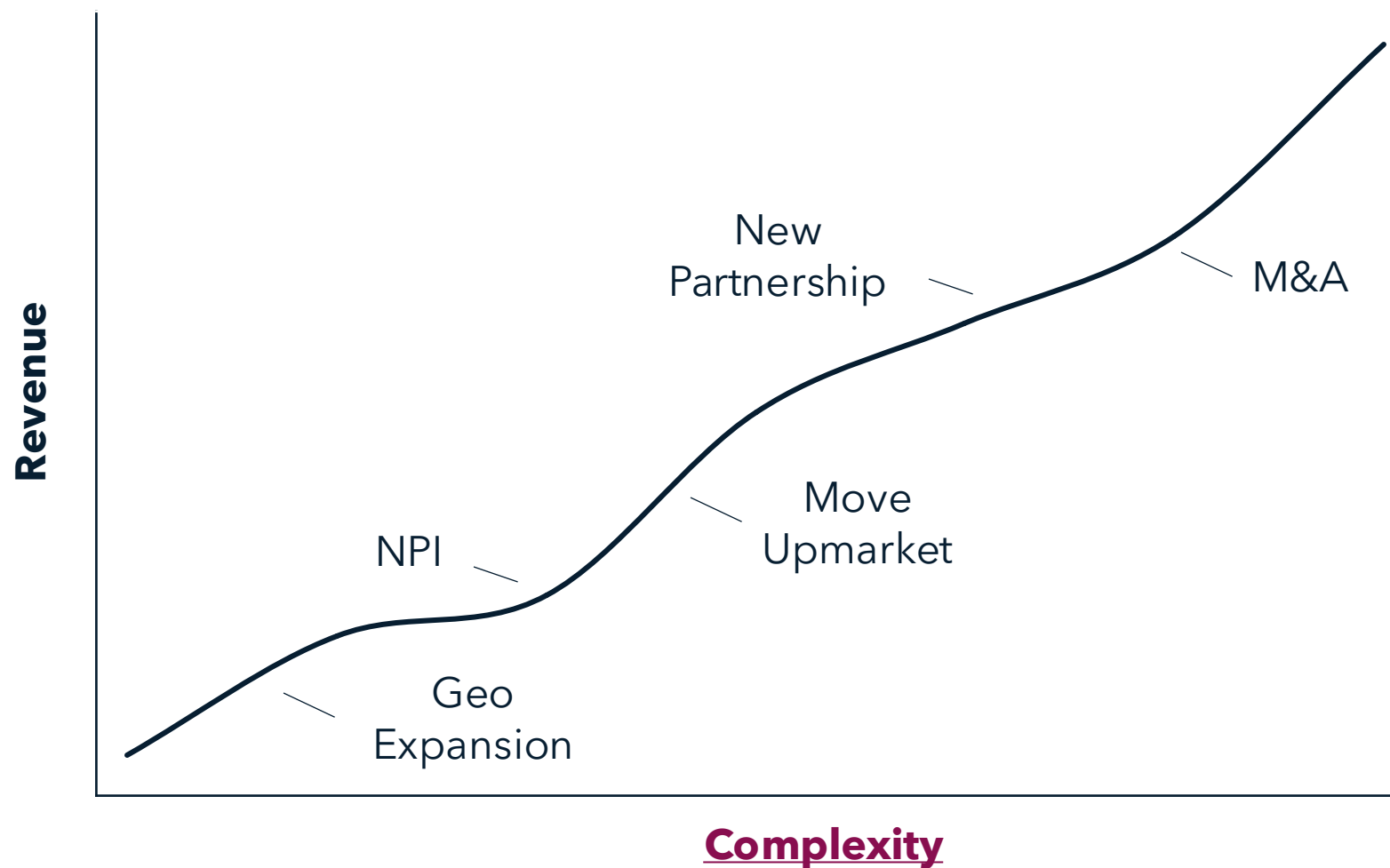Regional
Summit

SBI
Growth Advisory

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The paradox of success

Today we'll discuss how to manage this complexity, so it doesn't manage you

Marketing & Sales

Engagement, Handoff & Feedback	Orchestration Across Customer Lifecycle	Visibility & Insights

AI as an Accelerant

Fundamentals

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Fundamentals: three pre-requisites for cross-functional success

Buyers & Journey
(Illustrative)

	CIO	OCFO	AI Engineer
	Economic Buyer	User Buyer	Technical Buyer

Do we have a common understanding of our ICP, buying personas & their role in the purchasing process?

Not In Market	Stimulated	Discover	Commit to Change	Define Rqmts.	Engage Vendors	Evaluate Solutions	Evaluate Pricing & Justify	Select a Partner	Contract	Launch	Realize Value	Integrate
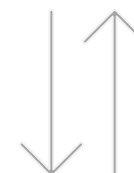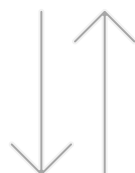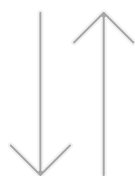
Do we have a shared understanding of our buyer's journey and do our workflows correlate 1:1?

GTM Workflow

Lead	MQL	Sales Accepted Lead	Sales Qualified Oppty.	Agree On A Problem	Initial Scoping	Agree on a Solution	Agree on a Vendor	Negotiate T&CS	Close	Implement	Adopt	Renew

Marketing

Sales

Customer

Do we think of ourselves as one cohesive GTM team and collaborate accordingly?

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~~Seamless handoff~~ one-team collaboration = accelerated velocity

Marketing

Inbound Leads
- MQL
- Demo Request
- Other

MARKETING-SALES HANDOFF

Lead Research by SDR

SDR: Accept / Reject

RECYCLED

Nurture Cadence(s)

DISQUALIFIED

SDR updates status, no further contact

SALES ACCEPTED

SDR contacts the lead

Outbound Leads

Personalized Outreach with Plays (Content, Intros, Events)

xDR: Qualify

NOT YET QUALIFIED

Nurture Cadence(s)

SALES QUALIFIED

xDR routes lead to AE

Sales

Failure Points

Instrumentation

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Orchestrating ABX across the customer lifecycle

T-Minus: 6 Weeks	T-Minus: 5 Weeks	T-Minus: 4 Weeks	T-Minus: 4 Weeks
Marketing develops initial focus area(s) & themes for the campaign cycle	Marketing finalizes campaign themes and objectives; develops plan	Messaging finalized; Creative requests are submitted / executed	Campaign assets finalized; overview developed & shared with sales

Initial 1:1, 1:Few, or 1:Many campaigns go-live and channel-based promotions begin	Launch

Launch → T-Plus: 2-4 Weeks	T-Plus: 6 Weeks
Optimize campaign based on channel performance & engagement	Review results with ABX core team leads and share outcomes with Sales; Formalize learnings

🤝 **MKTG <> SALES & CS**

Establish ABX Core Team consisting of ABX Program Owner & managers, designated marketeers (e.g. product, industry, customer, etc.) + Marketing Ops for any given campaign effort; Sales & CS 'Council' of leaders & managers

Establish & execute regular cadence with meetings every 1-2 weeks depending on campaign lifecycle stage to review reporting, share themes & learnings, and discuss high-efficacy activities, tactics

Systems and data to enable visibility, dynamic workflows and execution
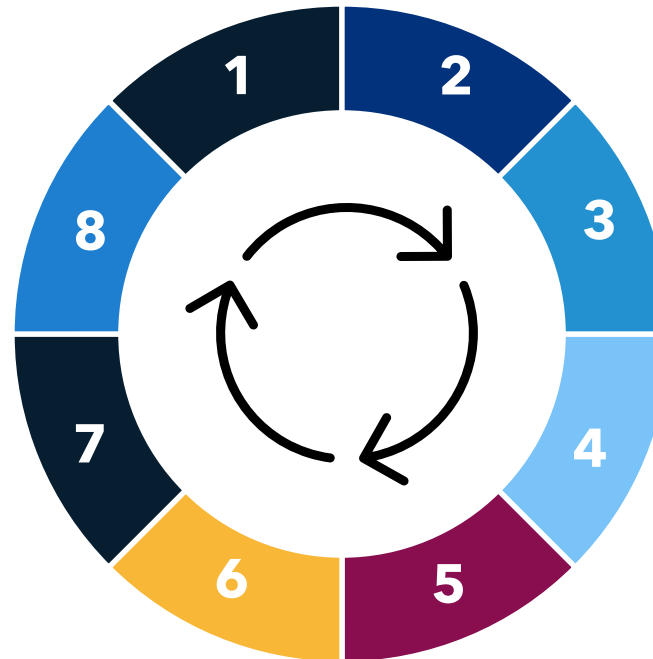
1. Enrichment

8. ABX

7. Deal Summary

6. Opportunity Health

2. Routing

3. Acquisition / Prospect Finder

4. Account & Contact Planning

5. Outreach

Systems & Data

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scalestack »

FULLCAST

GONG

1. Enriched Account Data
2. Enriched Contact Data
3. GRR x Characteristic
4. NRR x Characteristic
5. Win Rate x Characteristic
6. ADS x Characteristic

7. Cycle Time x Characteristic
8. Win/Loss Trending
9. Call Recordings
10. Rep Activity Data
11. ...

In closing...

Top of Funnel success in 2025 requires 'One Team' operating model

CRO/CCO/RevOps Leaders must:

1. Fundamentals: Establish, Reinforce & Integrate
2. Scrutinize Failure Points, Institute Feedback Loops & Instrument + Democratize
3. Establish Joint Teams & Design/Prescribe Collaboration Points
4. Leverage AI for GTM Dynamism

What's one change you'll make this quarter?

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