



Marketing and Business Development Coordination and Communication Influence Success

SOEE what's new...

The **alignment of marketing and business development strategy** are essential for sales and revenue growth. Tactical marketing operations and communication with sales leadership are paramount for the successful deployment of business development initiatives.

Through **collaboration and teamwork**, significant competitive advantages can be achieved and marketing return on investment (ROI) increased. Defined analytics, performance measurements, and reporting will **objectively** outline success and identify areas of opportunity.

Marketing and Business Development Teams, when fully aligned, become a powerful **engine of growth and market disruption**. Transparent communication leads to stronger internal alignment and professional growth occurs when teams are challenged with new perspectives. Market insights and feedback will drive innovation, define thought leadership, and produce competitive differentiators.

SOEE what's the solution...

Marketing must be aligned with Sales Operations, Sales Enablement, Sales Effectiveness (SOEE) **performance modeling**. All three areas are instrumental in defining, developing, and measuring success.

Sales Operations: data management, process design, and enabling technologies. In many cases, marketing efforts will require data fields, lead information, and process design to ensure measurement and tracking of ROI. In addition, **CRM** and adjacent technologies will need configuration to produce dashboard analytics. **Sales Operations builds data, process, and technology foundation.**

Sales Enablement: enterprise alignment, business development, professional growth. Marketing initiatives require a comprehensive strategy and may involve multiple departments. The alignment of Business Development, Sales, Product, Pricing, Customer Success, Legal, and Operations becomes an essential ingredient to success. In addition, messaging of marketing objectives will ensure a unified enterprise approach. **Sales Enablement orchestrates communication and plan execution.**

Sales Effectiveness: segmentation, performance, analytical insights. The final components in the alignment of marketing, business development, and sales is evaluation and measurement. By segmenting data attributes, analyzing performance targets, and compiling analytical insights, employers will impact revenue growth. **Sales Effectiveness measures strategy design and ROI.**

SOEE what's the value...

The current economy requires employers to be **more diligent with financial investment, resource allocation, and measurement of performance analytics**. Marketing, business development, and sales are interdependent and complicated. Building foundational data capture, communicating expectations, and measuring results will create transparency and insights. Visionary leadership and tactical execution are often the most difficult part of managing revenue growth within a successful business model.

