

Let Sales & Marketing Unite

UNITED

Working With Sales

Here are 7 simple things you can try to work more successfully with Sales.

01

Apply The Trust Equation

02

Talk Regularly

03

Seek Input. Say Thank You.

07

Do Smart Things Together

06

Share Your Knowledge

05

Know your Strengths

04

Have Common Goals

1. Apply The Trust Equation

To work better with Sales, you need to build trust. Trust is the key and there is a great concept called the Trust Equation. Google it, as it is really interesting.

In essence, you need to do this:

Build credibility - demonstrate your expertise through the words you speak. Let Sales know that you know your marketing onions. But avoid the jargon.

Be reliable - return calls on time and under promise and over deliver.

Build relationships (intimacy) - this is vital. Share information. Talk regularly. Listen well.

Avoid self orientation by focusing on the Sales team and understanding them more.

The Trust Equation

$$\begin{array}{c}
 \text{T} = \text{C} + \text{R} + \text{I} \\
 \text{Trustworthiness} \quad \text{Credibility} \quad \text{Reliability} \quad \text{Intimacy} \\
 \hline
 \text{S} \\
 \text{Self-Orientation}
 \end{array}$$

2. Talk Regularly

So you need to build relationships. And the heart of good relationships is good communication.

It may not be possible to build strong relationships with all your Sales team - so focus on a few to begin with.

Be in regular contact with those Sales people and communicate well. And the best form of communication is to listen.

Ask Sales to attend your marketing meetings and vice versa. Attend Sales visits and listen in on calls.

Get out and about to events so you can chat with Sales. Build relationships. Understand them then let them understand you.



3. Seek Input. Say Thank You.

When speaking to Sales, ask for their feedback. Seek their input.

Tell them that you value their expertise as it will help with your marketing activities.

This does not mean you are showing weakness; the opposite in fact. This is because people like to help and feel they can contribute. It builds rapport.

This is particularly useful to do when you are in the early stages of mapping out a campaign.

And always publicly say thank you and give credit to those who have helped.

Both Marketing and Sales have different skills. Use this to your advantage.



4. Have Common Goals

It sounds obvious, but it is so important to have Sales and Marketing working towards the same goals. Both teams will have their own roles to play and different tasks to deliver, but common goals are needed.

I have seen this work really well. And I have seen the consequences of lack of alignment too.

Then with the goals aligned, you can share key metrics when you catch up on a regular basis.



5. Know Your Strengths

I have mentioned this before, you need to understand your own natural talents and how to turn those into talents.

And the more you know your colleagues' talents and they know yours, then you get real harmony.

So top tip - get Sales and Marketing to do the StrengthsFinder assessment. Then have a workshop on this and you will be delighted by the outcome - that Sales and Marketing suddenly "get each other".



6. Share Your Knowledge

Both Sales & Marketing teams have some great data and insights. You will see things differently. That is the beauty of diversity of thought. Share what you know and ask Sales to do the same.

Ask Sales to give you some market feedback.

Then share what you know. What is proving popular with your email content?

What website pages are being visited most often?

What research do you have that should be shared. What data do you have that is of interest? What competitor insight do you have? Share it.

Don't keep information to yourself. Knowledge is power.
Sharing knowledge is powerful



7. Do Smart Things Together

Help each other by doing smart things together. Find new ways to do things. Don't rely on what has worked and not worked in the past. Use your collective talents to work smart.

One way of doing this is to break your sales target down into bitesize bits.

Segment your audience and apply specific sales targets too each one.

And find ways to deliver personalisation through Sales and Marketing. Sales need to apply different approaches to different contacts in the sales funnel; as does Marketing.



THE
MORTGAGE
MARKETING
FORUM