



*Sales & Marketing
Alignment*

Preface

“According to an article on Forbes.com, “50% of B2B sales staff keeps missing their quotas.”

That’s half your sales force. But what’s the reason for this apparent poor performance?

If you ask sales, they may blame marketing for generating rubbish leads. And if you ask marketing, they’ll probably argue that sales don’t try hard enough to close.

So who’s right?

Actually, if we’re talking about the health of your bottom line, it really doesn’t matter.

The fact is, for each day that your sales and marketing departments are out of alignment, your business is haemorrhaging money. And lots of it...

Here’s some proof.

A Sales and Marketing Alignment report written by Chris Houpis at Aberdeen Research in September 2010, found that companies with “Best-in-Class” sales and marketing alignment achieved “20% average growth (increase) in company annual revenue, as compared to a 4% average decrease among Laggard organizations.”

But there is good news...

If your sales and marketing departments are currently on different planets, busy quarrelling and blaming each other – there’s a huge, lucrative business opportunity just waiting to be exploited... if you can get the two sides working towards a similar goal.

Inside this eBook, we’ll explore the benefits of aligning your sales and marketing departments. In addition, we’ll reveal why achieving this objective is becoming more crucial, as the customer-buying journey continues to change.

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Sales and Marketing Alignment

The Case for Sales and Marketing Alignment

CHAPTER 1



Did you know, there's huge profit potential waiting to be exploited in your business? All you need to do is create alignment between your sales and marketing departments.

Let's explore why...

When we talk about alignment, what this means in practice, is causing sync between two (often, frictional) teams. In turn, this joined-up working allows sales and marketing to focus on a common goal – namely generating quality leads and closing the sales volumes needed to hit your revenue targets.

Now on the surface, this may seem challenging. After all, sales and marketing have very different objectives. What's more, it's not uncommon for these two separate teams to be on entirely different planets.

And yes, in the past sales, was about lead nurturing and closure, whilst marketing was concerned with generating interest and building awareness about your business and your brand.

But these definitions have shifted, along with the change in how customers buy. **In this internet, information-rich age, buying decisions often start long before we're consciously aware of them.** That's because as consumers, we're constantly making buying decisions at a subconscious level AND as a natural part of day to day life. And here's why...

Each day, we're exposed to a HUGE range of persuasive messages across a raft of media – from TV ads, to banners, to blogs and white papers, these messages are subtly influencing our understanding of the following:

- The problems we think we have
- The products we feel we need and
- The “best” solutions in the market

In addition, buying decisions have become seamlessly woven into everyday life.

Think about that chat on Facebook or Twitter, the content of your subscription magazine or the ideas you mull over in your favourite blog – all these activities are filling your subconscious with ideas and information – which in turn has a significant impact on future buying choices.

But that's not all. In addition, when we want to buy something (or if we have a problem we want to solve), instead of contacting a business direct, we'll search online. We may Google, read blogs, download eBooks, watch videos, and ask for opinions via social media etc.

As a result, the early stages of the buying journey usually happen under the radar of sales reps and businesses.

Unfortunately, the change in buyer behaviour means sales reps have lost control of a good chunk of the sales process. As a result, sales teams often find themselves excluded from the early, formative conversations. Instead, customers are doing the research and fact-finding themselves – with the help of the internet and social search.

But what does this shift mean for sales?

In short, this change in behaviour has led to the number of B2B inquiries coming from inbound channels, increasing significantly. To give you an idea of the scale of this change, SiriusDecisions Inc. suggests the figure is about 50% now, rising to 70% by 2015-16.

But more than that... buyers will already have made some [key decisions and formed opinions BEFORE they speak with a sales rep](#). Furthermore, these decisions will be firmly rooted in facts – gleaned from online research or following the accumulation of trusted recommendations and feedback from social media “friends”.

As a result, as buyers we're now better informed, better educated and more opinionated than ever. In turn, the conversations buyers have with sales reps will be very different to how they were in the past.

So how should you respond?

As a business, you cannot ignore this change in buying behaviour.

After all, those early stages of the buying journey are critical, and if you want your business to have a foothold, you need to find a way a proactive to enter the conversation and initial research stage.

And that's where sales and marketing alignment holds such a lucrative opportunity for businesses that respond to the changing environment.

In chapter two, we'll explore three of the most important business cases to strive for sales and marketing alignment.





----- Sales and Marketing Alignment -----

Three Reasons Businesses Should Align Their Sales and Marketing Teams

CHAPTER 2



Sales and marketing alignment is a term that's gaining lots of momentum.

But can it really have a significant impact on your business?

When you consider the following three benefits, perhaps the answer is yes...

1. Alignment increases the quality of leads

As you know, leads drive the sales process. But it's not a simple case of more leads equals more sales. That's because the quality of leads is crucial.

You may attract a large number of people into the front of your sales pipeline, but if a large majority of them will NEVER be your customer (i.e. they're not decision-makers or they don't fit your buyers' persona), your sales reps will waste a lot of time and effort. Here's how:

- Wasted sales effort will be spent nurturing customers who will never close
- Marketing budget is wasted, attracting people who are not a good fit for your business model
- It will be harder for sales quotas to be achieved (which, in turn, can lead to frustration and a dip in motivation)

But if sales and marketing are aligned, different outcomes can be achieved.

For example, if sales feeds back to marketing with:

- Updates about the questions prospects are asking
- The type of people who are making the buying decision and
- The pitfalls and stumbling blocks they are encountering during the sales process...

...Marketing chiefs can respond by reviewing marketing materials and promotional campaigns so that they specifically address these issues.

After all, marketing's job is to help raise awareness of your product/service and also help prospects self-select. When marketing is done well, it will strike a chord with your ideal buyers, who will automatically be drawn to your business.

And this works in the opposite direction too. [Marketing material should also deter people who fall outside of your tightly defined buyer persona](#). In turn, whilst you may attract less leads, the conversion rate is likely to be significantly higher, simply because sales teams are able to talk with people who are genuinely interested in what you have to offer.

2. Alignment will increase your pipeline velocity and closure rate

Fortunately, there are some useful metrics you can measure to give you a clear idea of the quality of the leads your business is generating. They include the following:

- **Pipeline velocity** – the speed at which leads turn into closed sales
- **Closure rate** – the percentage of sales closed, in relation to the number of leads that enter your sales pipeline

As a general rule, the longer a prospect remains within your sales pipeline, the less chance that lead has of closing. Therefore, it makes sense to streamline your pipeline to ensure prospects move seamlessly along it, whilst ensuring an acceptable percentage actually closes.

It helps if you map out your sales process and define each stage carefully. Next, you need to get an idea of the length of time it takes to move from one stage to the next. If you break your pipeline down into individual sections, you'll be able to see where the leaks and sticking points are.

Again, sales and marketing alignment can help increase pipeline velocity and closure rate. If sales are able to identify leaks, marketing can review the marketing material available to help:

- Plug the leaks
- Recycle prospects back into your pipeline and
- Identify opportunities to help prospects convert more quickly

3. Alignment will reduce the cost of a sale

Finally, if sales and marketing work together:

- To increase the quality of leads
- To ensure marketing materials and the sales process are in place to move prospects along as quickly as possible...

...Not only will your closure rate increase, but your cost per sale could decline too.

That's because better quality leads mean a higher ROI on your marketing budget as well as the opportunity to increase your closure rate (because sales can focus on a higher percentage of people who are genuine potential customers).

But how can you encourage sales and marketing to work together?

In chapter three, we'll explore three easy ways this collaboration can be promoted...

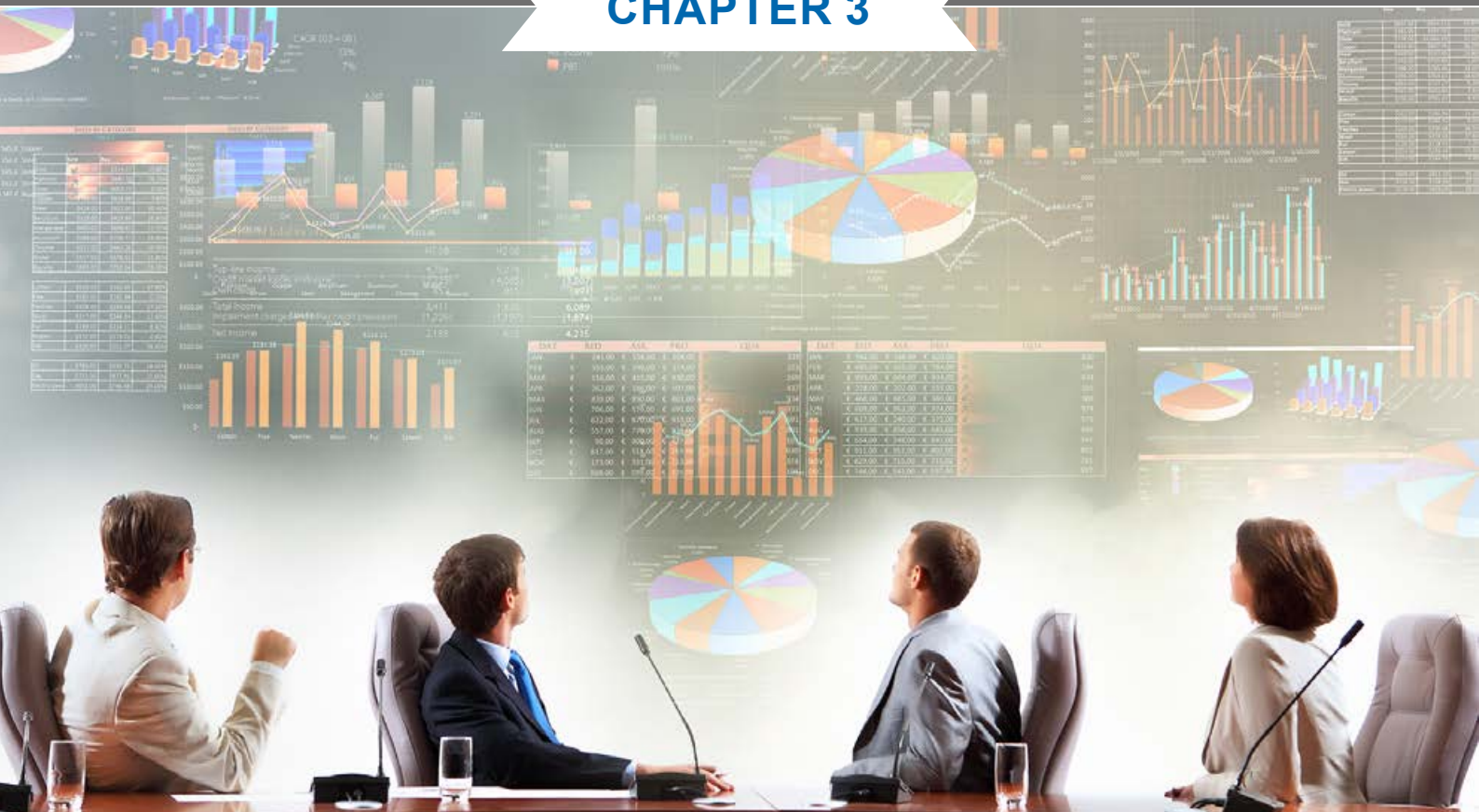




Sales and Marketing Alignment

Three Proven Strategies That Enable Sales and Marketing to Work Seamlessly Together

CHAPTER 3



Fact. It can be challenging to align sales and marketing departments successfully.

In this chapter we explore THREE proven strategies you can adopt NOW, to help encourage marketers and sales reps to work off the same page.

1. Define and agree a shared buyer persona definition

This first point is so simple, but so critical.

Sales and marketing need to agree exactly, whom it is they want to target. And you can achieve this by closely defining your buyer persona.

Now it's not unusual for sales and marketing departments to have different views about who their persona is. And here's what happens as a result. If marketing attracts prospects that sales know (from their field experience) will never convert, your bottom line will be affected. What's more, sales will be reluctant to put their full effort in trying to close marketing-generated leads. As a result, sales opportunities will be missed.

This problem is very easy to overcome. **Simply get both parties working together to agree a closely defined buyer persona.** It makes sense to use a combination of market research and first-hand field experiences. Do this, and you'll almost instantly create a more joined-up approach that will result in increased sales.

2. Communicate – and agree common metrics and language

Alignment happens when both disciplines have agreed and are working to the same terminology and metrics. Once a common language and shared goals are in place, communication is enhanced.

One of the biggest causes of friction between sales and marketing is what constitutes a quality or a “sales-ready” lead.

You can alleviate this tension by ensuring both parties agree the definition and put KPIs in place to measure performance.

Then, once defined, you’ll find your forecasting ability increases. That’s because you’ll be able to work out how many leads are needed to hit quota. In turn, it will become far easier to get early warning of any problems, because you’ll be able to [predict likely outcomes by the current status of what currently lies in your sales pipeline](#). In short, once you’ve set clear definitions, you’ll find that your sales process as a whole will become more accountable.

3. Use a shared pipeline

**CRMs were traditionally seen as a sales tool.
But this is no longer the case.**

Modern, smart-cloud CRMs have more functionality and scope that can be used by both sales and marketing. In fact, research suggests that where there is one, shared sales and marketing pipeline, results increase significantly. That’s because marketing is encouraged to generate leads that sales teams want to accept, and sales teams are more motivated to nurture and close the leads they do receive. In turn, this joined-up, single pipeline becomes more efficient, more effective, and more prosperous.

For example, if you choose a CRM that allows you to track the performance of your pipeline, everyone can see, at a glance, the tactics and strategies that are working, and those that need tweaking.

Both sales and marketing staff will be able to observe and identify:

- The impact different activities have on generating and nurturing leads
- What strategies increase pipeline velocity
- The leakages within the sales pipeline
- Opportunities for recycling “leaked” prospects

In turn, strategies can be implemented to address these observations and help the business grow.

In chapter four, we'll look in more detail at how sales and marketing alignment can help enhance the sales process.





Sales and Marketing Alignment

How Sales and Marketing Alignment Enhances the Sales Process

CHAPTER 4



As we've already said, it's no longer the case that sales have full responsibility for the sales pipeline. That's because according to recent research by SiriusDecisions, buyers can be more than two-thirds of the way through their initial research process, when they decide to seek the input of a sales rep.

What this means is the need for sales and marketing to work together, has increased. In particular, there's a greater need for marketing to leverage more influence over the conversations happening during the early stages of the sales process. In particular, the parts of the cycle, which happen independently of direct contact with sales reps.

So how can a close integration of marketing enhance the efficiency of the sales pipeline and help sales reps close more deals?

Here are three key reasons.

1. Lead qualification

One of the most contentious discussions within the sales process is what constitutes an enquiry and what constitutes a "sales-ready" lead.

And here's the problem.

Sales reps are more likely to achieve their quota if they are handed hot leads. Therefore, it becomes a problem if [marketing focuses on quantity, or continually attracts the wrong sort of prospects](#). That's because sales reps will find they waste

too much time and effort talking with leads that are not in a position to buy. Even worse, they won't invest the time and effort needed to close the leads that marketing does generate.

The solution is to put a check in place to qualify leads properly, BEFORE they are passed over to sales. For example, a best practice solution is to introduce an agreed system for scoring and grading leads, to ensure the right opportunities are passed over to sales for lead nurturing.

Lead qualification works best when sales and marketing work together on the definitions.

There needs to be a consensus as to what constitutes a real sales opportunity and what the key indicators are. Then, with a clear process and qualification system in place, marketers can focus on attracting more of the right type of prospect. In turn, sales can invest more time nurturing relationships with people who have a high chance of converting.

There are further company-wide payoffs for focusing on this.

For example, highly qualified leads are likely to progress through the sales pipeline far quicker than a poorly qualified lead. This is a significant advantage, because research suggests that the longer an individual stays in a pipeline, the less chance they have of converting.

In addition, a highly qualified lead is likely to convert more quickly. In turn this reduces your cost per sale. But perhaps more importantly, it frees up time-pressed sales reps to focus on nurturing more deals and closing more sales.

2. Marketing automation

Marketing automation can have a profound impact on the sales process. The most obvious benefit of marketing automation is its affordability. It's far less labour intensive than constant human contact, and therefore injects scope to deliver scale.

Marketing automation software (linked to your CRM), can be used by marketers to prepare messages designed to nudge prospects along the sales pipeline.

In addition, because marketing automation software is now so sophisticated, it's possible to issue highly personalised messages, scheduled to arrive at pre-determined dates and times. In addition, marketing automation holds the scope for smart database segmentation. This means different messages and offers can be scheduled in – and the results can be observed and tweaked to enhance performance and return.

Marketing automation works best when it applies to the whole marketing process and not just emails. Autoresponders are the most obvious usage, but sales calls can also be scheduled in along with text messages, direct mail, and other forms of “touching base” with your list.

3. Staying in touch

Finally, [marketing can help enhance the sales process by ensuring your business stays on the radar](#). After all, it's not your customer's job to remember to do business with you. In comparison, you need to remind them.

The risk is that sales reps will focus on the “low-hanging fruit”. After all, these prospects have the highest chance of converting and are the easiest way of ensuring a rep gets ever closer to his/her quota.

But the risk with this strategy is there will inevitably be a high percentage of prospects that may buy – but just not right now. And if these people are “left”, the likelihood is they will get forgotten and leak out. And once this happens, they are at risk of getting picked up by the competition.

In comparison, if marketing creates plenty of well timed “keeping in touch” material, dormant leads could be reactivated and become hot (and in turn, a sales rep can jump on these). In addition, marketing can keep a close eye on prospects that leak from the pipeline and create incentives and opportunities to recycle them back in.

And the end result is your sales pipeline stays fuller for longer. Plus, your marketing generates a higher ROI.

In chapter five, we'll explore the role sales and marketing alignment can play in the early stages of the buyers' process.

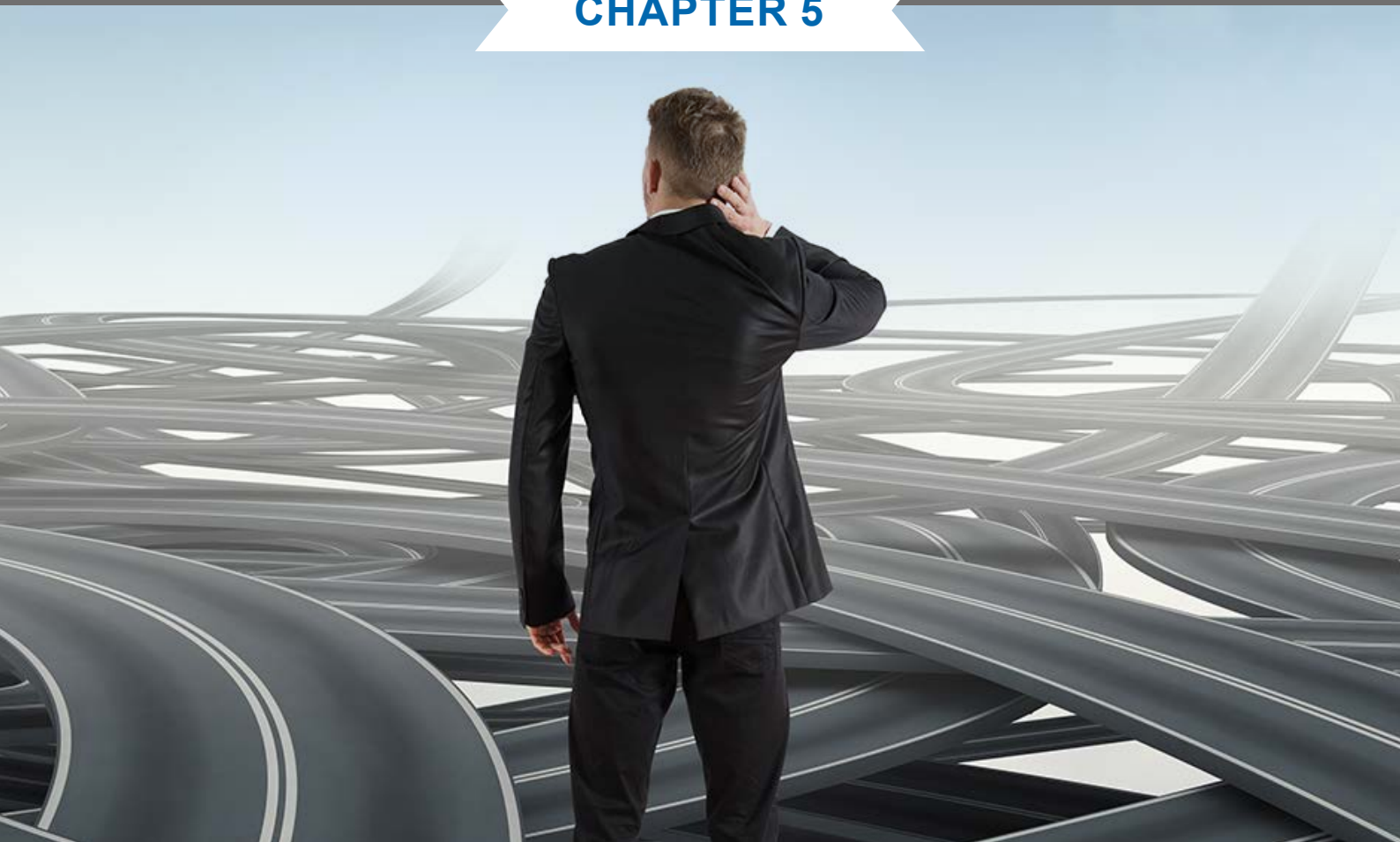




Sales and Marketing Alignment

The Role of Sales and Marketing Alignment in the Early Stages of the Buyers' Journey

CHAPTER 5



A key part of aligning sales and marketing is to ensure your business gains a foothold during the early stages of your customer's buyers' cycle. That's because if you do, the likelihood of attracting more leads and closing more sales increases significantly.

Let's explore the reasons why...

In simple terms, the buyers' journey describes the cognitive process that prospects take as they move through the sales pipeline.

It's separate and distinct from your sales process. And what's especially unnerving, is research suggests that up to 70% of the buyers' journey is completed before a prospect even considers getting in touch with a sales rep.

This means, if you want to increase the performance of your sales force; you need to ensure marketing activity is giving them an advantage.

In the past, sales teams could maintain the "upper hand" by controlling the availability of information. But this advantage has disappeared now the internet has put information within everyone's grasp. In addition, social media has joined people up, globally, in unprecedented ways. What this means is consumers can quickly get very detailed insights into a product or business, without your company even being aware. In fact, it's not uncommon for prospects to know more about the problem they want to resolve (and the options available to them), than sales reps themselves!

Therefore, switched-on sales and marketing teams are increasingly taking a closer look at how they can influence, and get a foothold during the early stages of the buyers' journey. That's because it's during these early stages that consumers are still open to ideas and are in the process of drawing conclusions. In turn, if you can wield influence at this stage, you have far more chance of being on the radar when a prospect does finally raise their hand.

The main weapon in this battle is content – and this is where marketing teams can have a huge influence. What's more, if content creation is aligned with sales teams' goals, this work can pave the way for lucrative profits for your business.

Here are seven reasons why:

1. Get on the radar of your ideal customer – right from the beginning

Well-positioned content that's targeted for specific stages of the buyers' journey will help your business enter the conversations and discussions prospects are already having. As a result, your business quickly becomes associated with a particular problem and a specific solution.

2. Take the opportunity to add real value to your buyers

No one likes to be sold to; consumers like to feel in control of their buying decisions – especially now that information is freely available to allow them to do just that.

Therefore, instead of holding back information, it pays to release high-quality, useful content that adds genuine value to your prospect. From helping to solve problems, to educating and inspiring, your **content strategy can help differentiate your business and your brand from your competitors.**

What's more, if you engage in conversations with prospects where there's no hard sell, you'll encounter far less resistance. In turn, this will breed familiarity and forge the start of a relationship, which in turn could lead to a sale.

3. Increase the likelihood of making your prospect's shortlist

The early stages of the buyers' journey are involved with discovery.

Initially, prospects are untroubled and unaware that they have pain. As the buyers'

journey progresses, this status changes. Prospects recognise there's a pain and begin to define the need they must address.

If your business has a presence during these formative stages, you have a far better chance of making the final shortlist and getting approached when they eventually seek out options.

4. Build brand awareness

Content that adds value, initiates useful discussion in social media, and answers the [pressing questions prospects typically ask, will help raise your brand profile](#). In addition, during these early stages of the buyers' journey, building relationships and nurturing your "know, like, trust factor" will significantly increase the amount of trust and credibility you create. Customers want to work with experts, and investing the effort needed to build your brand – as the "go-to" in a particular niche – can help you stand out. In addition, if you add value, you will give prospects a reason to want to engage with your business.

5. Increase the number of quality leads

The right marketing early on in the sales cycle can help qualify leads. That's because if you tightly tailor content for your buyer persona, you'll naturally attract these people (and repel those people who really aren't a good match for your products and services).

6. Accelerate your sales cycle

If prospects consume your content early on in the sales cycle, and if that content helps them make a buying decision, when they eventually want to speak with a sales rep, the conversation will be far more fruitful. That's because the prospect will already know a lot about your business, your product, and your service. There will already be common language and an understanding. As a result, it will be easier to nurture leads and move them through your sales cycle more quickly. And an increased pipeline velocity can result in a lower cost per sale, as well as helping sales reps achieve their quota.

7. And finally, if you don't do this stuff, you'll lose out on sales to the competition who are

Prospects are reading someone's content during the early stages of their buying journey. And if they are reading your competitor's instead of yours, there's a strong chance you will lose out on sales as a result.

In chapter six, we'll explore how marketers can empower sales reps to achieve their sales quotas in light of the new selling/buying environment.





Sales and Marketing Alignment

How Marketers Can Empower Sales Reps to Achieve Their Sales Quota

CHAPTER 6



The recent shift in consumer buying habits is a game changer for sales reps.

To summarise, sales reps have lost much of their control over the early stages of the buying journey. And the reason is simple – the way consumers make buying decisions has changed.

Instead of turning to sales reps to ask questions and seek advice, consumers are researching independently via the internet. In addition, they're asking for reviews and recommendations via social media. As a result, prospects are now highly informed before they even consider speaking directly with a representative of your company.

This means the [importance of inbound marketing is increasing](#). After all, it's generating more and more new leads. Plus the conversations taking place on platforms such as Facebook, and Twitter, are directly influencing the reputation of your business – whether or not you have a presence.

It's time to take back control of the front-end of your sales pipeline

Arguably, these are frustrating times for sales reps. Not only do they have less control, but the content of the conversations they eventually have with prospects is changing too.

And this new dialogue means; if businesses are to thrive, marketing departments need to play a more active role in helping sales teams achieve their targets.

Hence the reason, for the increased focus on sales and marketing alignment...

You see increasingly, **marketers, not sales reps, have the power to influence early dialogue** – and determine whether an individual converts into a prospect.

Let me explain...

Marketing and sales alignment can help drive sales

Marketing material (especially content marketing such as blogs, white papers and special reports), is increasingly influencing the conversations and thought processes consumers have at the start of the buying cycle.

When the buying journey kicks off, consumers want to:

- Understand the problem they have
- Discover how others have found a solution
- Make a list of solutions and research them
- Seek feedback and recommendations

In order to acquire this level of information, consumers are happy to research a range of sources. They may read, join webinars, enter a forum, ask a question on a blog, and scour YouTube... And even at this very early stage, consumers are consciously and subconsciously deciding who's an authority, which company has the best solution, and whom they want to steer clear of.

And with these factors in mind, here are three key actions marketers can take to help drive sales:

1. Create content that allows sales teams to enter the buyers' cycle earlier

If your business can get a foothold on the early stages of the buyers' cycle and position itself as the authority or "go-to", the likelihood of attracting more quality leads increases.

One way to achieve this is through the creation of useful, relevant and interesting content that answers the questions your target customer has when it comes to the products and services that you sell. If prospects can find the answers they need on your blog, get ideas from your white papers, and become better informed through your autoresponders, when they are ready to make the next step, the likelihood of them contacting you increases.

So you see; **it's no longer the sole responsibility of sales reps to generate leads. It should be a joint venture between sales AND marketing.**

The value of marketing-led leads is increasing. But the real value comes from adding lead qualification into the mix. After all, a high quantity of leads may look good from a purely figures perspective, BUT filling your pipeline with prospects that don't match your buyer persona, only adds inefficiencies and needless cost to the sales process. That's because sales reps will waste time and effort talking with, and nurturing people, who will never close.

Therefore, if sales can create quality material that raises your company's profile in the eyes of your well-defined buyer persona, sales reps have more chance of achieving their quota.

2. Create content that helps increase pipeline velocity

The second way marketers can help sales reps achieve their quota, is by creating marketing materials that increase the speed at which prospects move through the sales process.

There are numerous benefits of increasing pipeline velocity. For example, evidence suggests that prospects are less likely to convert the longer they stay inside your pipeline. In addition, a faster transition helps drive down the cost of sales and frees up sales reps to focus on nurturing new leads.

It helps to look at each stage of the pipeline in turn and link this back to the buyer's journey. Understand the questions and stumbling points buyers will encounter at each individual stage, and then tailor your content accordingly. In turn, you'll find you add more value and help nudge prospects along.

3. Create content that attracts the right inbound leads

Inbound marketing is an effective lead generation strategy. And with the right content in place, it's possible to increase the quality of the leads that are generated.

The first step is to create a buyer persona. [It's essential you understand WHO your ideal customer is – in detail](#). To get the best results from your content, you want to go deeper than superficial aspects such as gender, occupation, and lifestyle. Instead, really get under the skin of your prospect. Can you find out: what keeps them up at night? What they fear and desire? What they want to accomplish? Do this and your content will instantly become more useful, relevant, and interesting, because you'll be easily able to enter the conversations that are already taking place within your prospect's head.

In terms of content, here are some examples of what's working well now:

- **“Evergreen” content** – the bedrock of your content strategy. This is timeless content that addresses some of the most common questions your buyer persona is asking
- **Blogs** – ideal for topical discussions, new ideas and sharing tools and techniques that can help your buyer persona
- **Social media** – perfect for initiating conversations and doing real time research to discover what's important to your ideal customer
- **White papers and eBooks** – useful for getting prospects to “raise their hand”. Use these as lead generators to capture contact details and then build your list, so you can engage prospects in further forms of marketing
- **Emails** – useful for staying in touch and having more personalised, one-to-one conversations with prospects, before nudging them further along your sales pipeline

But how can you monitor for progress with your sales and marketing alignment agenda?

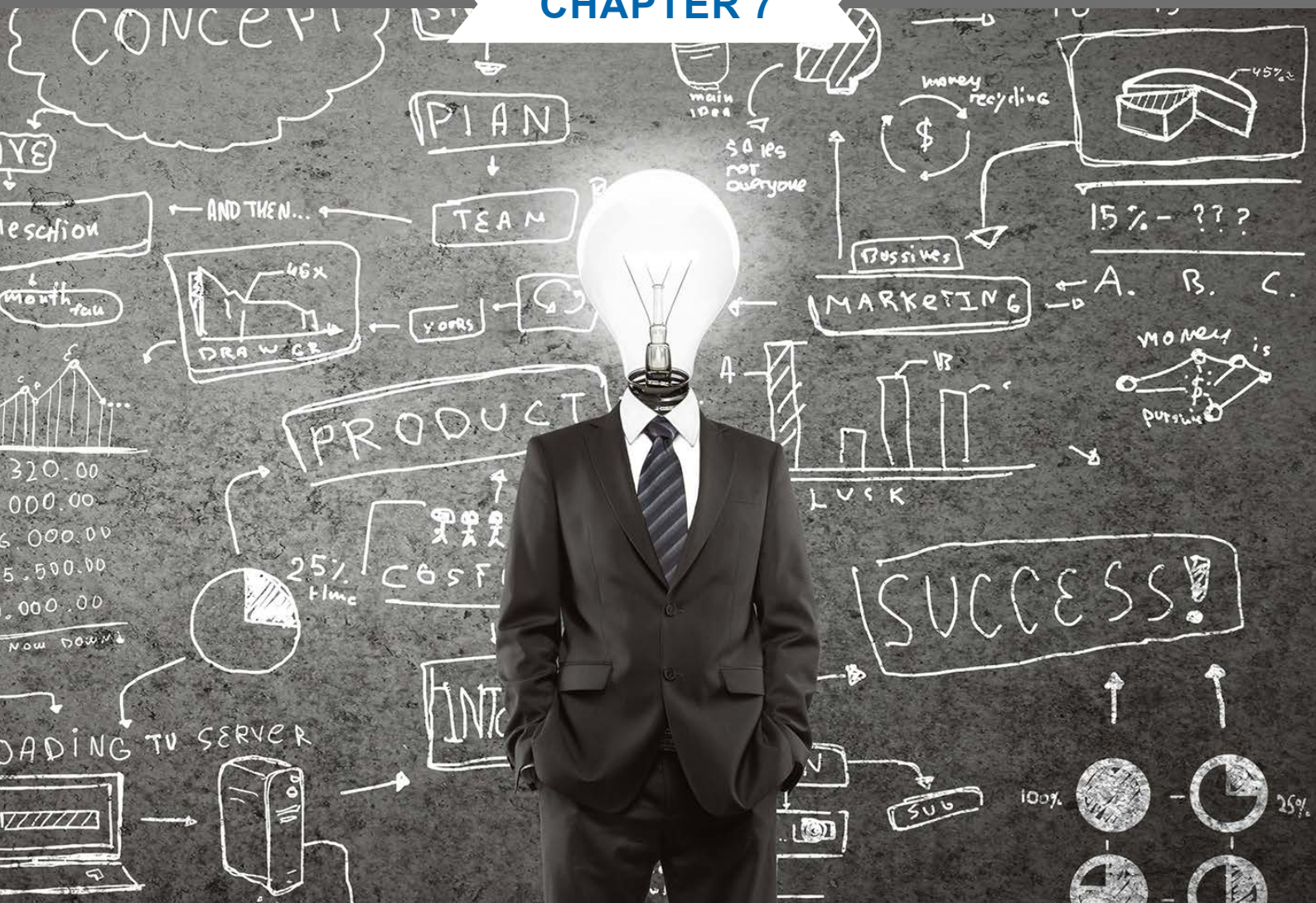
Smart-cloud CRM can help, and in the final chapter we'll reveal why.





How Smart-Cloud CRM Can Assist the Sales and Marketing Alignment Process

CHAPTER 7



If sales and marketing alignment is to occur, it follows that you need some way of tracking progress and measuring performance.

And that's how Pipeliner CRM can help you...

1. Promotes pipeline and sales process management

Pipeliner is a smart sales management solution that empowers smart sales reps and managers to:

- Manage and track the sales process
- Monitor leads
- Track the end to end performance of the sales pipeline in real time

Pipeliner also allows you to map out your own sales pipeline, AND indicate the various sales tactics that work best at the different stages. In turn, you can interactively weave in your dynamic sales playbook, and therefore increase the likelihood of converting prospects at each stage.

In addition, because Pipeliner allows you to see your sales pipeline in a clear graphical format, you can see at a glance where different prospects lie, and the volume of quality leads that are being generated. What's more, because both sales and marketing teams can use this system, it provides clear visibility over a process that both departments can take ownership for and manage for improvements.

2. Promotes sales enablement techniques

Your win rate can be further increased by sales enablement techniques.

Pipeliner can enable marketing and sales to work together throughout the buyer journey. The ability to send tailored emails or social interactions via your marketing automation system, but completely in step with Pipeliner CRM, and providing visibility in both systems, is a great sales enabler.

3. Integrates seamlessly with MailChimp

Pipeliner, also integrates with the email marketing tool, MailChimp via SyncApps®. With MailChimp, [you can create email marketing and lead nurture campaigns as well as autoresponders and eNewsletters](#). You can also share these campaigns on social media, and track your results (such as open rates and click through rates) via smart analytics. Once your MailChimp account has been integrated with Pipeliner, you can access additional functionality including:

- Sync your Pipeliner contacts or leads with your MailChimp master list
- Access custom field mapping between both systems
- Trigger MailChimp Autoresponders from your Pipeliner field updates
- Sync MailChimp campaign responses to Contact or Lead Notes in Pipeliner CRM
- Any contact or lead changes in Pipeliner CRM will always be synced to MailChimp

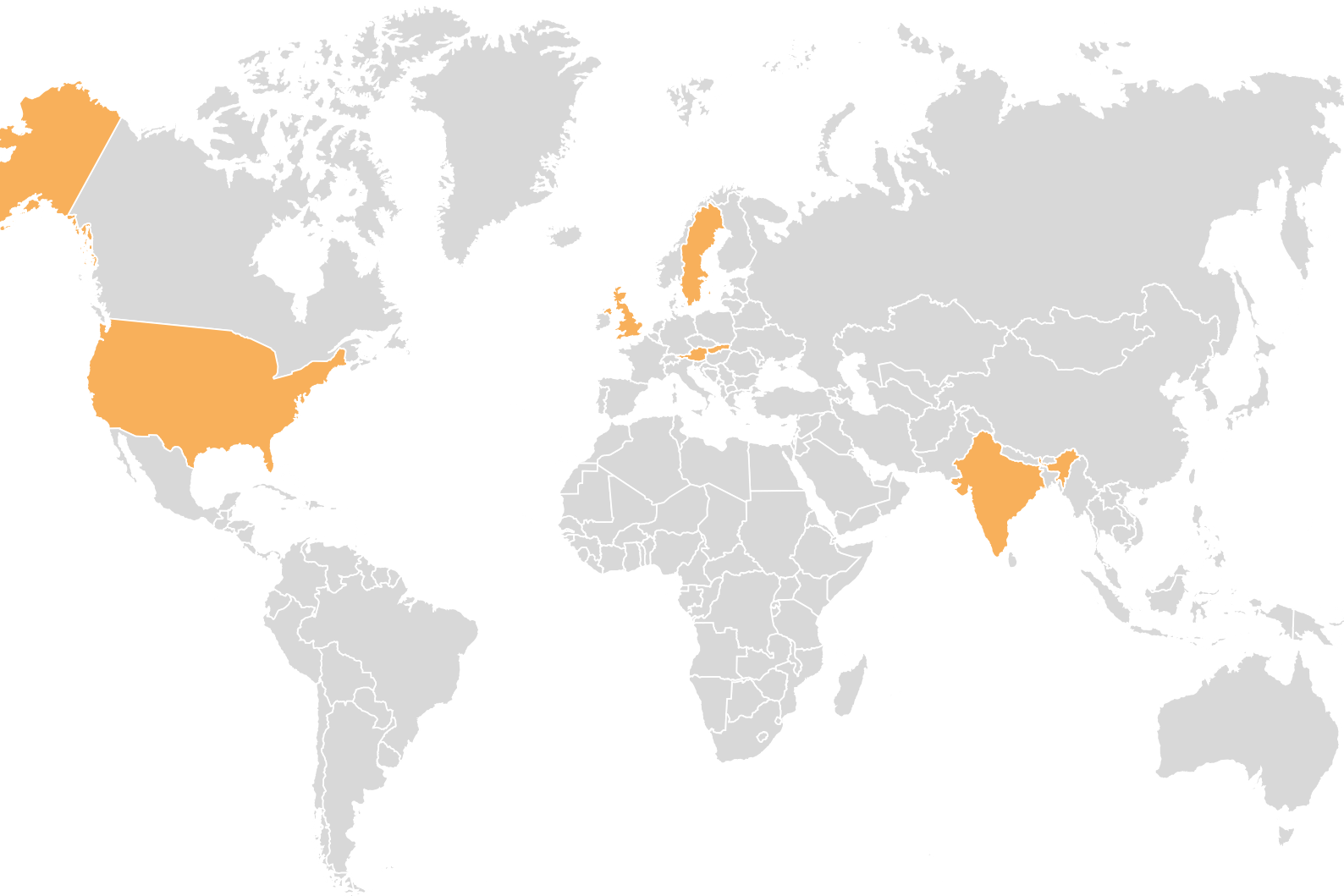
With this smart integration, marketing activity can be integrated into the sales process. In addition, because you can trigger email sequences and autoresponders automatically, this can also cut out some of the time-hungry, repetitive manual processes.

In turn, your sales process could become more streamlined and efficient.

Is Pipeliner the right CRM solution for you?

As you know, there is a huge range of CRM solutions on the market right now. As a result, it can be confusing and time-consuming deciding which is right for you. To help, **Pipeliner CRM offers a 30-day, no obligation, FREE trial.** So why not sign up today and try the solution in your business?

It's the easiest way to see for yourself how Pipeliner CRM could help promote your drive for sales and marketing alignment.



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