



Sales & Marketing Alignment

Sales and marketing alignment is a process to create shared goals, values and rules on how to handle leads for optimal efficiency and results.

Why you should care

The gap between sales and marketing is where potential leads go to die. It's imperative that teams share a core idea of lead definitions, success criteria, flows, and qualification processes.

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



Alignment in Action

Netafim

We designed a complete lead management system for Netafim to support a CRM roll-out.

The system supports:

- Corporate web capture
- Country web capture
- Individual campaigns

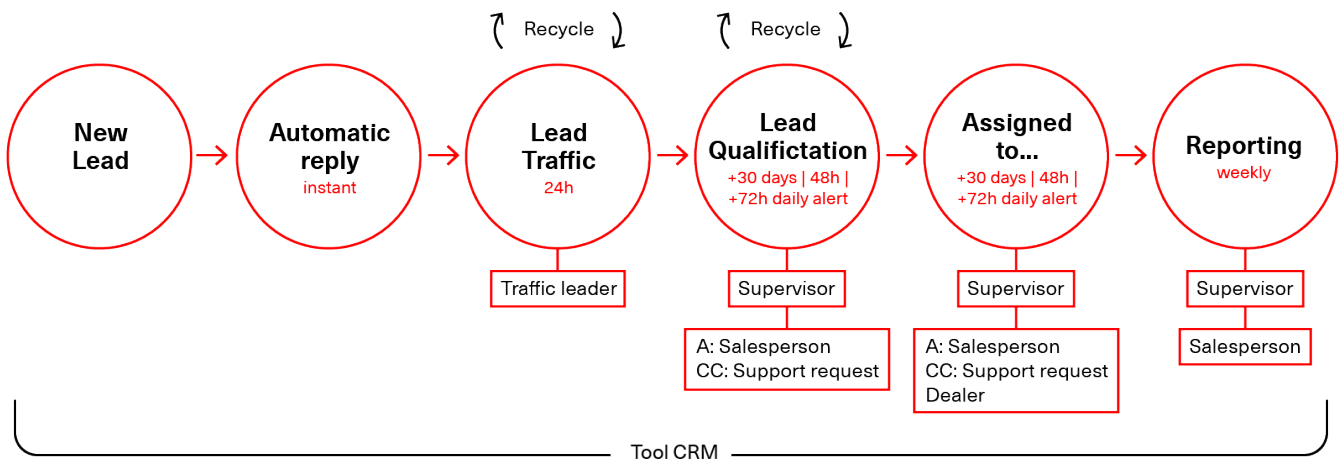
[Learn more](#)



How it works

Sales and marketing alignment is a life-long commitment. But it starts with an agreed SLA (service level agreement) on lead processes, actions, qualification models, definitions, timings, reports and responsibilities. To get you to a stage where you're handing over seamlessly we use a four step approach:

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| Information Gathering Conduct stakeholder interviews and surveys to support data and material audits. | Workshops Run a series of workshops to brainstorm, road-test and clarify recommendations. | Guide Write a complete and clear guideline for all systems users. This way, everyone is (literally) singing from the same hymn-sheet. | Report and Review Review, adapt and shift with your business to reflect changes in process and business goals. |
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Getting started

If the gap between your sales and marketing is getting you down, talk to us today about how to bring end-to-end efficiency, harmony and success to your processes.

Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099