



Sales + Marketing: Better Together

Findings from a SugarCRM pulse survey
of sales and marketing leaders





Hamburger and fries. Pen and paper. Salt and pepper.

Some things are just better together—and sales and marketing are no exception.

To win, these teams must align in data, communication, and strategy to achieve their objectives and build a robust and sustainable sales pipeline. But in a recent poll conducted by [SugarCRM](#)¹, only 20% of sales professionals say they are “perfectly aligned” with marketing. And in marketing’s opinion, it’s just 2%.

In this report, we explore the reasons these teams say they aren’t syncing, what the underlying causes might be, and how to find the winning formula to win business in a post-pandemic era.

¹Pulse survey methodology: The survey was conducted online in August 2021; 152 survey respondents were global, self-identified as being in marketing or sales teams within organizations, and were non-SugarCRM customers.

A Match Made in Heaven

The concept of aligning sales and marketing certainly isn't new. It's no secret that companies whose sales and marketing teams are transparent and well synced achieve greater productivity and ultimately more revenue. They do this in a number of ways:

1. Rallying around identified buyer personas
2. Hiring and assigning a lead qualification team
3. Meeting regularly
4. Using integrated technology systems
5. Creating valuable content
6. Setting shared goals
7. Reviewing reports and analytics and making changes accordingly

Doing these things day in and day out is by no means easy—especially as your teams continue to grow. For a long time, sales and marketing worked in separate lanes. Marketing owned the top of the funnel (content marketing and lead generation), while sales owned the bottom (opportunity nurturing and deal closing). The collaboration stopped once new leads were handed off, never to be touched by marketing again.

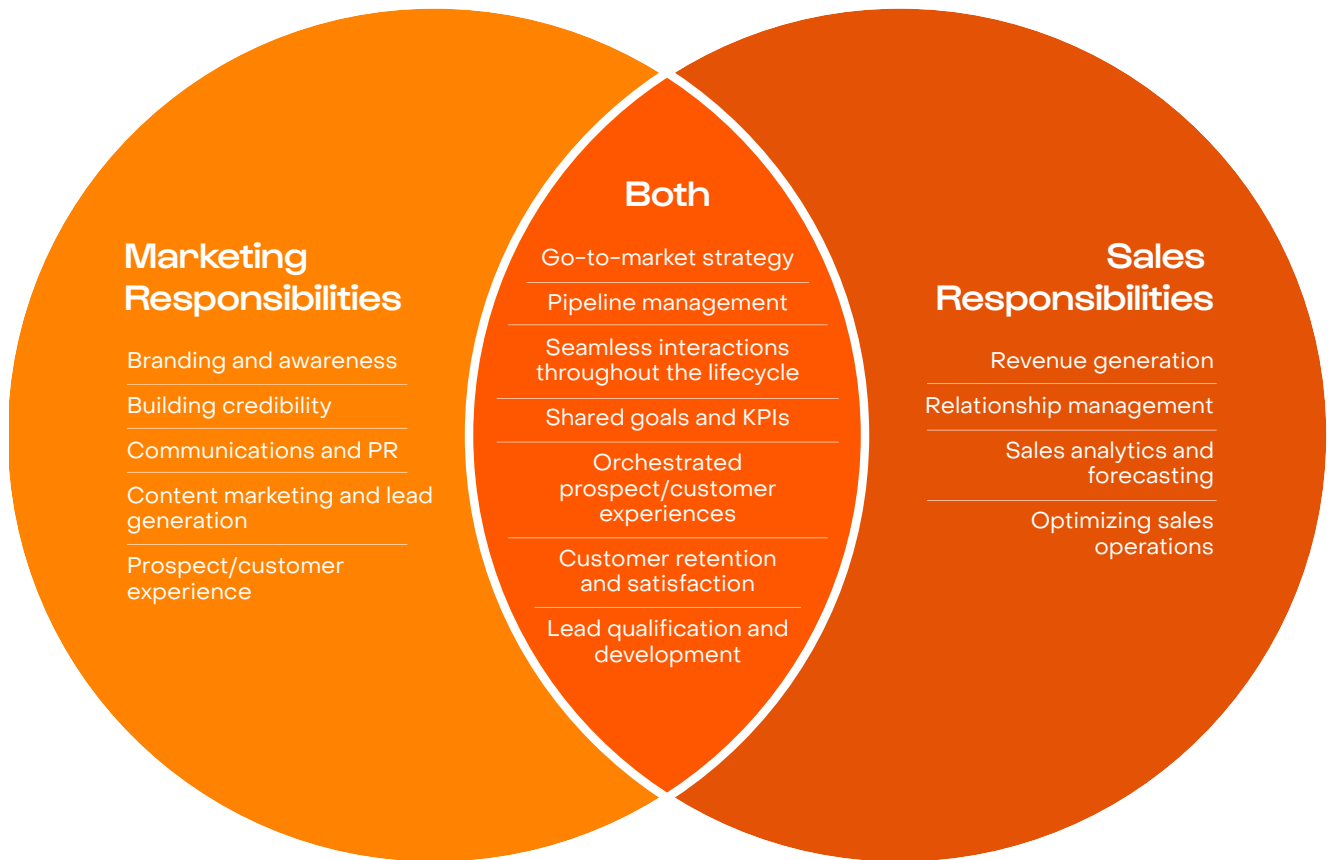
In fact, according to [recent Sugar research](#), 60% of respondents cited using CRM as a centralized communication hub for nurturing leads or customers as their top priority, with 45% of the same respondents citing getting a complete view of customer interactions as another top priority for maximizing CRM over the next five years.

The easiest way to conquer both of these targets? Marketing and Sales alignment.

“We’re benefitting from improved sales effectiveness and optimized marketing efforts within a single platform, and we’re able to create targeted sales strategies and personalized marketing campaigns to meet and exceed customer expectations.”

- JUSTIN B., VICE PRESIDENT OF SALES AND MARKETING, REUSABLE TRANSPORT PACKAGING

Sales + Marketing: Shared Responsibilities



Today, the process is much less linear. Customers engage with brands long before and long after a deal closes. And thankfully, marketing and sales play a big part throughout the entire process.

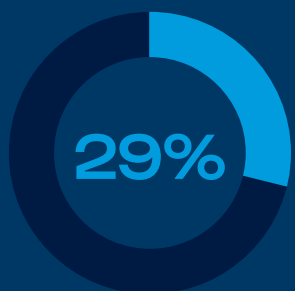
This state of total sales and marketing alignment, however, is not easy to achieve. It takes planning, shared goals, and constant communication. And when teams don't have the tools they need to manage seamless hand-offs and anticipate customer needs, the process crumbles even further, becoming even harder to fix.



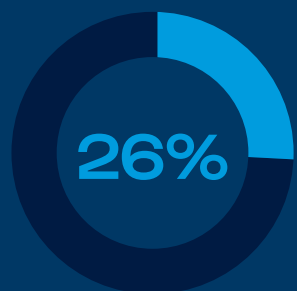
Why Some Sales and Marketing Teams Fall Short

About 22% of our pulse survey respondents say their sales and marketing teams are entirely “not aligned.” And given a scale from 1 to 6 (where 1 is “not aligned” and 6 is “well aligned”), 40% of the marketers we surveyed would rate their alignment with sales as a 4. This could be due to a number of underlying factors, from distributed workforces and changing market dynamics to mismanagement and even office politics. Some even cite poor data entry practices among sales as a factor. But our respondents attributed the lack of coordination to much more practical causes, including:

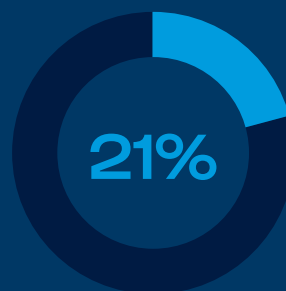
Poor Communication
Between Teams



Being Incentivized by
Different Goals



Teams Not
Sharing Data



This demonstrates a call for sales and marketing to “return to the basics” of their roles—simply meeting regularly, conducting shared goal setting, and practicing better communication. Right now, their teams are so siloed that proper [sales and marketing technology](#) may not even be on their radar. For misaligned teams, a focus on the foundational elements is wise before deploying new sales and marketing technology, as automating broken processes will just result in more efficient (though still broken) processes.

In fact, of the survey respondents that say they are “not aligned”, a third of them believe improved communication would improve the situation. In contrast, another third think their teams would benefit from greater agreement on goals.

For these groups, technology isn’t even on their radar, as they still function within their own departments. But for those who do prioritize technology, the sales and marketing software they rely on is often siloed, limiting organizational synergy, visibility and inefficiency, and the delivery of a high-definition customer experience.

As we look for the future, organizations are making quick moves to remove both of these functions from the siloes they traditionally operate in. According to a [recent market pulse](#), the top technology currently being integrated with CRM is marketing automation and email marketing (46%), with one-third saying that collecting customer feedback to align marketing and sales strategy is a key priority, especially over the next five year.

“The actionable data we get out of Market is incredible. Market is probably one of the biggest wins we’ve had with Sugar. I would tell anyone that doesn’t have their marketing efforts and CRM directly integrated that they are missing opportunities and making more work for themselves.”

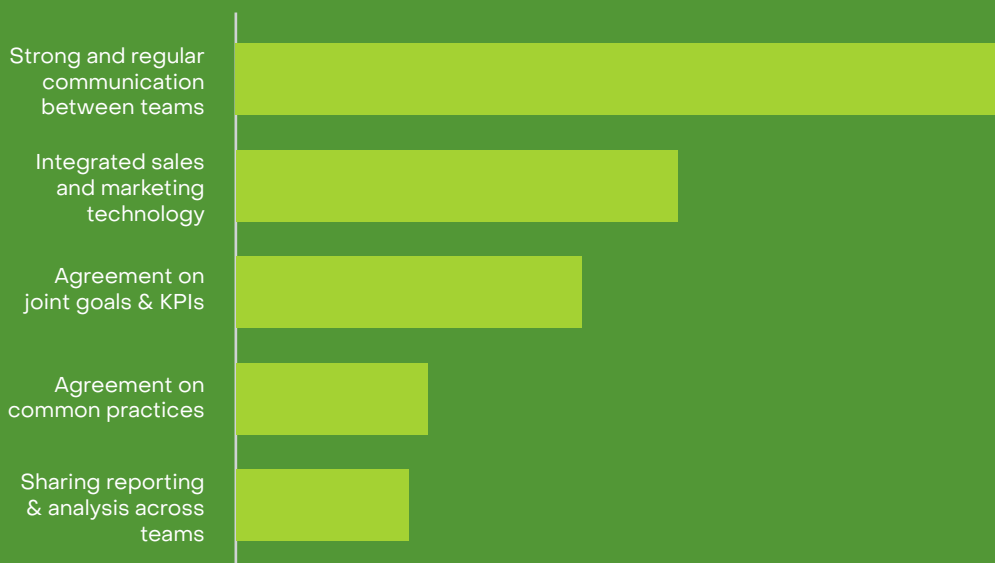
- JOHN W., PROGRAM MANAGER FOR AGENCY OPERATIONS, MYHOME, A WILLISTON FINANCIAL GROUP COMPANY



What are Aligned Sales and Marketing Teams Getting Right?

It is possible to create a winning formula for successful sales and marketing teams. In fact, 33% of our survey respondents say they have “great alignment” within their teams. Unsurprisingly, strong communication ranks high (40%) as one of the main reasons for the cohesion. Not only are they in tune with their counterparts, but data is available and consistently shared. Most importantly, sales and marketing teams that are highly aligned regularly share goals and meet to assess their mutual progress toward achieving them.

IN YOUR OPINION, WHICH OF THE FOLLOWING IS THE MAIN REASON SALES AND MARKETING ARE ALIGNED AND WORKING WELL TOGETHER?



While solid processes and interactions between teams come first, a winning formula also includes **integrated sales and marketing technology** (23%). These tools ensure data flow between teams, a common view of customers, actionable sales intelligence, and much more. When technology enables marketing and sales teams to unite around a single revenue cycle, they dramatically improve their ROI, sales productivity, and company growth. In fact, 59% of aligned teams say they benefit from improved win rates and more pipeline.

What are the benefits of aligning sales and marketing? Improved win rates and more pipeline.

59% OF RESPONDENTS

Still, despite sales and marketing technology being a huge win for these teams, there's room for improvement within their systems. 38% of aligned teams tell us that improving their technology would take their alignment to the next level.

What would take their alignment to the next level? Improved Technology.

38% OF RESPONDENTS


What is the #1 technology growth-focused companies are integrating with their CRM? Marketing Automation.

46% OF RESPONDENTS

"Blind spots are critical to remove in order to develop sustainable pipeline."

- JAMES F., INTERIM CHIEF REVENUE OFFICER, SUGARCRM





The Role of Powerful Technology in Sales & Marketing Alignment

Every successful organization needs both a CRM and a marketing automation platform. But having these two platforms operate independently of each other accelerates sales and marketing disjointedness even further. That's because there's still a silo of information between the two teams and their respective platforms.

The true differentiator is a common platform that brings these two tools together, providing a complete, closed-loop system for multi-channel lead generation, management, and revenue contribution.

Armed with next-generation technology, team leaders are poised to widen the gap between competitors, leaving sales and marketing laggards even further behind.

SugarCRM offers a unified sales and marketing approach that eliminates blind spots, busy work, and roadblocks. At Sugar, we're big advocates for sales and marketing alignment through improved technology. Our sales and marketing teams let the platform do the work. Using the native, out-of-the-box integration between Sugar Market and Sugar Sell allows sales and marketing teams to stay in sync—all day, every day. This makes it easier for:

1. Marketing to deliver more highly qualified, sales-ready leads
2. Sales to access prioritized leads and activity history in real-time

“Sugar Sell and Sugar Market allowed us to keep business moving in the midst of uncertainty.”

**- LARON W., SALES MANAGER,
NEENAH PAPER**

Plus, sales teams can play an equal part in defining lead qualification while viewing the data and reasoning behind why a lead has been qualified and assigned to them. From there, they can prioritize contact with prospects and have more informed conversations to close deals faster. Even with limited data, [SugarPredict](#) allows for AI-powered lead conversion and opportunity-close predictions to aid both sales and marketing.

Marketing can also use AI lead-interest analysis to quickly create dynamic, multi-phase, highly targeted campaigns that drive more high-quality leads into the pipeline. And with personalized email communications at scale, they can drive deeper engagement that boosts lead velocity.

It's time to ditch the blind spots and roadblocks that keep sales and marketing teams from collaborating. To win in the "new normal" of the post-pandemic era, sales and marketing teams need better, faster, stronger collaboration through integrated technology that keeps them aligned no matter where they're working from. With high-definition customer views, these teams can finally work cohesively to streamline customer experiences and drive revenue.

Drive growth with Sales and Marketing in perfect alignment.

See why sales and marketing are better together at sugarcrm.com.





Let the Platform Do the Work

Only SugarCRM brings a “no blind spots, no busy work, no roadblocks” approach to achieving high-definition customer experience.

[REQUEST DEMO](#)

About SugarCRM

SugarCRM is a CRM software that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar’s platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit www.sugarcrm.com.