Misaligned Goals between Sales and Marketing

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Strat Mrkt: Research & Practice (BADM-733-M20)

**Misaligned Goals between Sales and Marketing Research Introduction**

In today's business world, sales and marketing alignment is crucial and a significant opportunity for improving business performance. Throughout every industry, these two departments are a long-standing issue. When sales and marketing are aligned, sales cycles shorten, and revenues increase along with forecasting accuracy. There is also drive growth and improved buyer experience since the buyers are getting the same message from the sales and marketing teams. Buyer experience is an important aspect that determines the success of a business. Therefore, it is vital to ensure alignment between these two sectors, failure to which may lead to significant losses.

Fundamentally, the prospective present-day advertising concern that I would like to review for the semester essay is the subject of misaligned goals between sales and marketing. As Ritz, et al., (2018) contends, recent studies on the management of B2B transactions established that a specific common problem is the absence of configuration amid the pricing of products and the compensation strategies of the sales team. Typically, this tends to discourage salespersons and unintentionally persuade them to give up the organization's returns to fulfill their objectives. In addition, skewed aspirations also indicate avoidable complications. The key intricacy is the instances where the sales teams suppose that the mixture of the goals renders it hard to realize success.

According to Levitt (2013), the sales and marketing interface characterizes amongst the most crucial associations. Both areas tend to contribute extensively towards the effective collaborations of the businesses with the clients. In most cases, efficient interfaces usually are greatly valuable for the reference enterprise, as they usually initiate a few beneficial outcomes. Among others, the latter includes a lasting alignment concerning policy, mutual group verdicts both throughout ranked echelons and functional groups, and effective interactions to guarantee the awareness of both groups concerning pertinent concerns. Because of that, business leaders and the overall organizational executives ought to direct the change of strategy from sales to marketing affiliations. In turn, this is bound to generate the different customs, configurations, and spurs required to implement the projected plan.

Considering the current competitive market situations today, businesses are forced to come up with a suitable marketing policy that should adopt the present situations. Due to this, a solid and aligned collaboration between sales and marketing departments is required (Solosichenko et al., 2020). The gist of the article was on improving the efficiency of marketing strategy in the current pandemic. It emphasizes that it is important to competently carry out a market policy to get a quality return on assets and a secure market position. For most businesses, the long-term goal is to acquire customers and retain them (Gupta, 2014). Since sales and marketing teams are responsible for attracting, delighting, nurturing, and closing deals during marketing, they can generate great content that will significantly benefit the business by capturing the sales teams they are chasing.

It is not just enough for sellers and marketers to coexist when they can work together and create value for both the company and its customers. Although they are separate groups whose work is interconnected, they don’t always get along (Christensen et al., 2013). This lack of sync has an ultimate effect that hurts business performance. However, when they work together, the business experiences corresponding substantial increments on essential performance metrics. A good example that proves this is the International Business Machines (IBM) Corporation. When the sales and marketing teams worked separately, IBM executives reported that sellers were only focused on fulfilling customer demands and not creating them. Marketers, on the other hand, could not link advertising costs to actual sales made. Due to this lack of sync, new product announcements by the marketers came when the sales team was not ready to capitalize on them, which led to a lot of confusion.

Sales and marketing teams often don’t get along because of two major reasons; one being economical, and the other one is cultural. From the economic aspect, the major issues come about during pricing. Although marketers are responsible for setting retail prices, the sales team controls the transactional price, giving them a final say. On the other hand, the cultural aspect is that marketers had a higher level of education than salespeople until recently. The marketers are considered to be data-oriented, analytical, and project-focused. The salespeople, however, don't acknowledge the hard work done by marketers since they do their work behind a desk rather than going out to the field. The organization, therefore, needs to take charge and align its incentives carefully since these two groups can make or break the business.

When the sales and marketing teams are aligned, clear boundaries are set between the two groups. They take part in joint training and planning, set up rules and processes to avoid disagreements that may arise between them, and begin to build a common language. By practicing all this, they finally become fully integrated. To make these two groups more aligned, the management can take various measures such as encouraging disciplined communication, creating joint assignments or carrying out job rotations, appointing a liaison for the two teams to work together, and collocating marketers and salespeople. These improvements will enable the company to build better products for the future, serve customers more efficiently, and, most importantly, boost top-line growth.

**References**

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