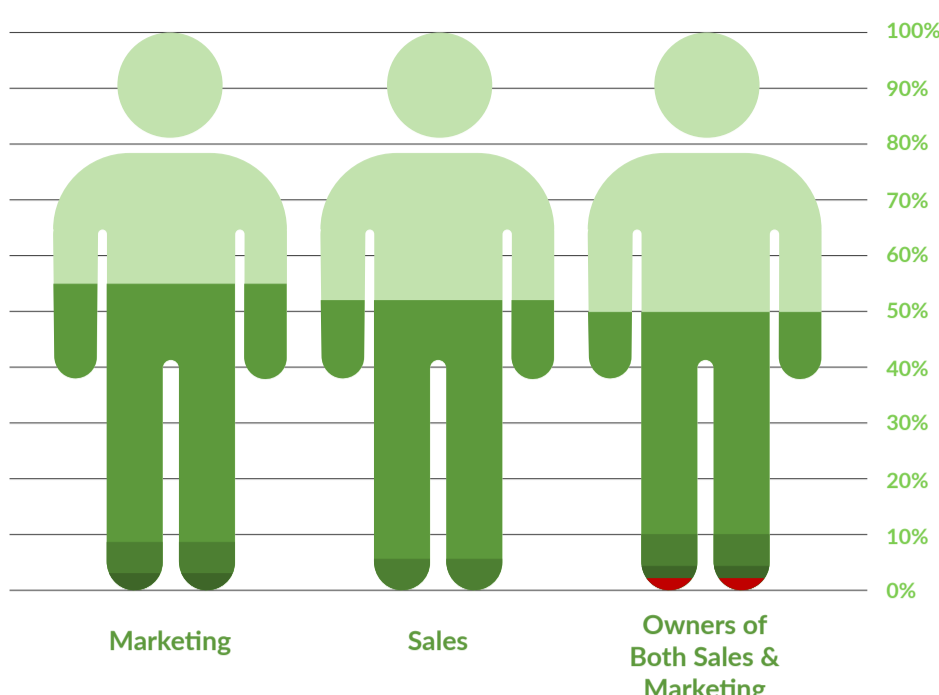


What is Alignment & How Can You Influence It?

How Aligned Are Sales and Marketing?

We surveyed 350 executives in marketing, sales and leaders with responsibility for both disciplines at companies with over \$20MM in annual revenue. Here's how they'd define the state of alignment between sales and marketing.

- Very Well Aligned
- Well Aligned
- Moderately Aligned
- Somewhat Aligned
- Not at all Aligned



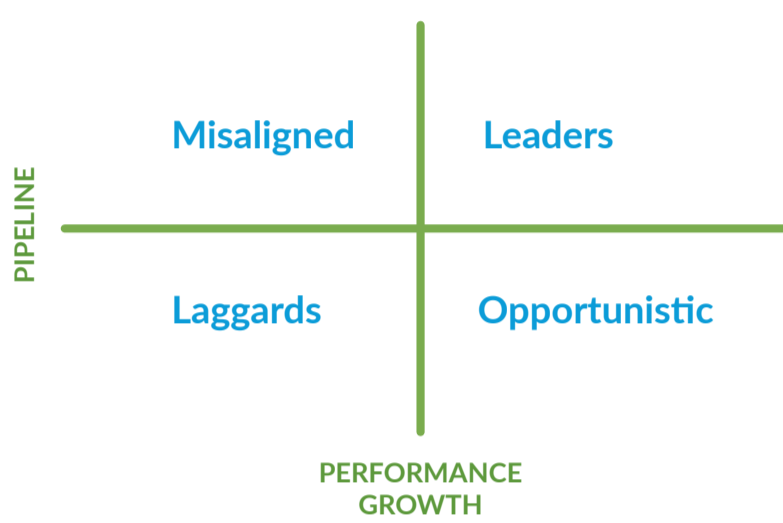
“Alignment perceptions aren’t enough. Alignment must result in business outcomes to be deemed successful.”
 - Justin Gray, CEO @ LeadMD

Introducing the LeadMD Sales and Marketing Alignment Index (SMAI)

By what metrics should we measure successful alignment? In looking at the survey responses, it became clear that a combination of pipeline creation and performance growth over a 3 year period were the two key things that determined predictable, repeatable and impactful alignment. As a result, we created a clear index by which to measure teams.

SMAI Quadrant Definitions

- Misaligned: Strong pipeline creation, but weak revenue growth
- Leaders: Strong pipeline AND growth
- Opportunistic: Strong revenue growth, but lacking in predictable pipeline
- Laggards: Weak pipeline and poor growth

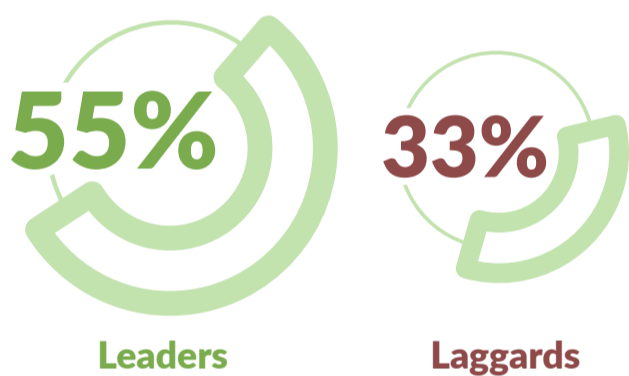


What are Leaders in Meaningful Alignment Doing Differently?

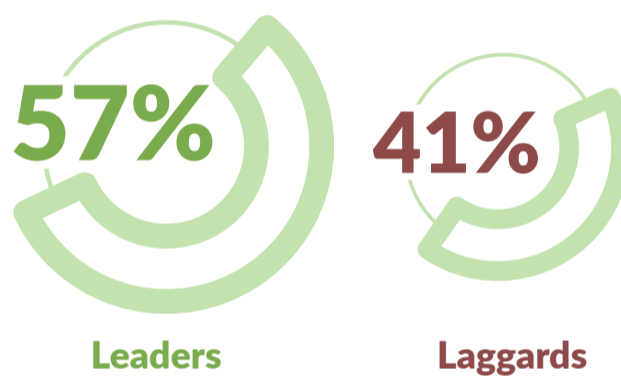
As a result of the index, we were able to gain insights in the tactical areas Leaders in alignment focus versus Laggards.

Leaders Rate KPIs More Important Overall

Percentage of Respondents Rating Upsell and Opportunity Value KPIs as Very Important



Percentage of Respondents Rating Brand Awareness KPIs as Very Important



Leaders Connect With Their Customers More Often



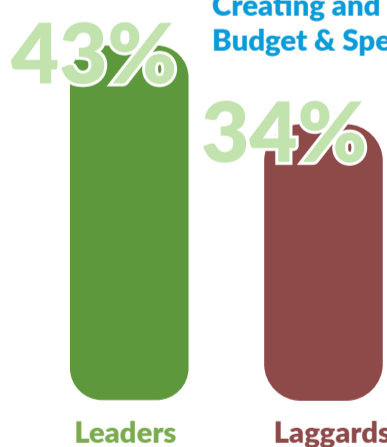
70% of leaders perform joint customer visit/calls at least once per quarter

4% of laggards report their marketing team never joins customer visits/calls

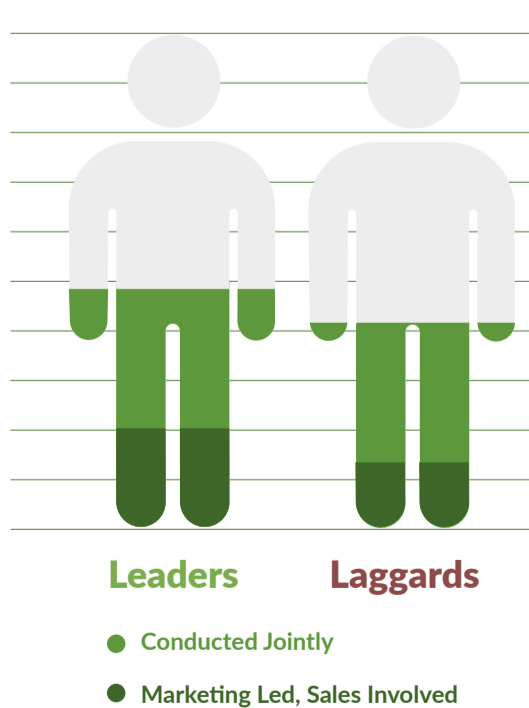
Intentional Internal Alignment

Alignment around the customer is the first key to success, but Leaders also take deliberate actions to foster the internal relationship between marketing and sales. Beyond executive collaboration, Leaders in alignment prioritize getting their teams together physically and conceptually.

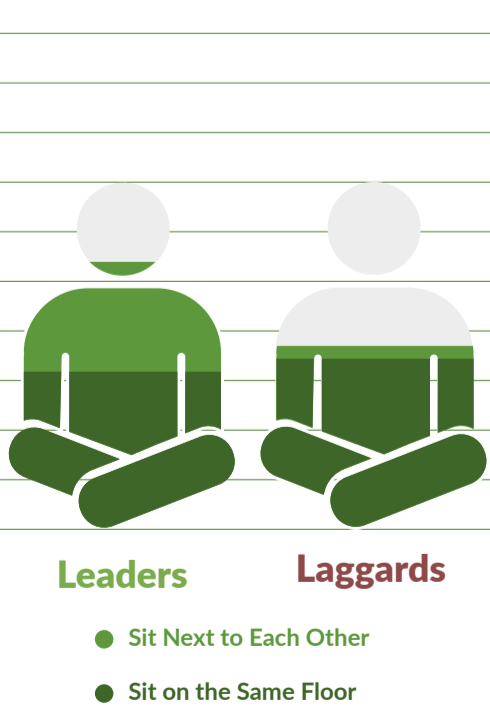
Percentage of Respondents Creating and Managing Budget & Spending Jointly



Percentage of Respondents Doing Accounting Planning / Targeting



Physical Proximity



Download the full report and get more insights at www.leadmd.com/alignment