

# THE SALES & MARKETING ALIGNMENT PLAYBOOK

When sales and marketing  
don't align, growth stalls

Unite your teams.  
Close more deals.  
Grow revenue faster.

# THE PROBLEM

**"Sales blames marketing. Marketing blames sales." Sound familiar?**

In most B2B companies under £10M, sales and marketing operate on different scoreboards. Marketing focuses on clicks and downloads. Sales care about revenue. The result? Friction, finger-pointing, and wasted time.

This isn't just frustrating, it's expensive. Globally, only **16% of sales and marketing teams are effectively aligned**. Companies with poor alignment see stalled deals, wasted budget, and confused prospects.

But when alignment works, it's a revenue driver. Companies with strong alignment grow **19% faster** than their competitors and are **15% more profitable** than those without it.

When sales and marketing don't work together, everyone feels it:

- **The wrong content gets created.**  
Research shows **60–70% of B2B content goes unused because it's irrelevant** to buyer questions.
- **Sales waste time repeating what marketing should have answered.**
- **Leads arrive unqualified.**  
According to Forrester, **86% of B2B purchases stall during the buying process**, often because messaging doesn't land.
- **Prospects get a clunky, inconsistent experience.**

**The cost of misalignment?** Missed deals, marketing waste, and a sales team buried in noise instead of talking to real prospects.

**Another truth!** Like the jam experiment, too many options overwhelm buyers. The same happens with misaligned content, too much noise, not enough clarity. Fewer, sharper assets convert more.

# WHAT GREAT ALIGNMENT LOOKS LIKE...

Alignment isn't about more meetings or another rebrand. It's about one thing: **working towards the same goal**. Here's what great alignment looks like:

## 1 Shared goals

Aligned companies don't measure success in vanity metrics. Sales and marketing share one scoreboard: revenue, pipeline value, and win rate.

## 2 Sales feed content

Marketing doesn't guess at content topics. They start with sales calls. Think of sales and marketing like a football club. When the board, manager, and players all back the same strategy, great things happen.

## 3 Content used in the sales process

Marketing doesn't just "publish" content, sales use it in every deal. The best sales reps send a video, a pricing guide, or a case study before the call. Prospects turn up educated. Calls go deeper, faster."

## 4 Feedback loops

Marketing listens to sales calls regularly, every month. Sales feedback is logged and acted on. Customer insights flow both ways.

## 5 Consistent customer experience

From website to sales call, the story matches. No surprises. No mixed messages.

### Case Study

An industrial equipment supplier ran quarterly "Voice of Customer" workshops and introduced a shared content board. Within a year:

- Message consistency improved from 34% → 91%
- Customer satisfaction rose 44%
- Sales reported a 67% jump in prospect readiness for first meetings

# YOUR CHECKLIST:

If you've read this far, you already know the truth: alignment isn't a "nice-to-have." It's the difference between stalled growth and predictable revenue.

Here's your very own playbook, copy it straight into your business to align sales and marketing.



## Hold your first 'Voice of the Customer' workshop

Every 90 days, bring sales and marketing into the same room. Review real customer calls, objections, and wins.



## Build a shared content board

Use Notion, Trello, or even a spreadsheet. Sales drop in recurring questions. Marketing turn them into FAQs, videos, guides, or case studies.



## Create a "Top 25 Questions" doc

Turn your customers top 25 questions into content that marketing creates and sales use before calls, cutting wasted time and shortening sales cycles.



## Record short video answers

Use the "Selling 7" framework to produce videos that reduce friction for prospects.



## Track content-driven revenue in your CRM

Tag deals with the content prospects engaged with.



## Set shared KPIs & weekly alignment rituals

No more separate dashboards. Build one view of pipeline, SQLs, and content influence.

# 1. Hold your first 'Voice of the Customer' workshop

Every 90 days, bring sales and marketing into the same room.

"Imagine your customer venting at a BBQ with a beer in hand. What would they say? Capture that language, and you've got gold for messaging and content."

- Emma Stratton, BBQ Picnic talk.

## Workshop agenda example:

### Preparation

- Collect recent customer feedback from CRM system
- Gather sales team input on recurring questions/objections
- Review IT support tickets for common issues

### Customer Voice Analysis (30 mins)

- Review positive feedback themes
- Identify messaging opportunities
- Note competitive advantages mentioned
- Discuss recurring concerns
- Identify content gaps
- Note language customers actually use
- Review current marketing messages vs customer language

### Content ideation (15 mins)

- List top 10 content ideas based on customer voice
- Prioritise by sales impact and buyer stage

### Action Planning (5 minutes)

- Assign content creation responsibilities
- Set deadlines for priority items
- Schedule follow-up review sessions
- Document key insights for broader team

## 2. BUILD A SHARED CONTENT BOARD

Use Notion, Trello, or even a spreadsheet. Sales drop in recurring questions. Marketing turn them into FAQs, videos, guides, or case studies. Everyone can see what's live, what's in progress, and what's next.

1

### Board Columns

- **Ideas** - Raw concepts from sales/customer feedback
- **In progress** - Content being researched and created.
- **Review & approve**
- **Published** - Live content ready for sales use

2

### Card Fields

- **Customer Question** this content answers.
- **Content Type**
- **Stage in the buyer journey.**
- **Sales Use Case:** When/how sales will use this content
- **Priority**
- **Due Date**

3

### Board Management

- Monthly review meetings
- Monthly performance review of live content
- Quarterly archival of unused, outdated content or rebranded.
- Sales team has commenting/editing rights on all cards

## 3. CREATE A 'TOP 25 QUESTIONS' DOC.

Every sales team has them... Note down the top 25 questions that come up on nearly every sales call. Here's an example sheet to get you started...

Customer Questions	Content format	Priority (1-5)	Due date	Budget vs Spend
"How much does this typically cost?"	Video/ blog post	1		
"What's included in the price?"	Comparison chart	2		
Are there any hidden fees?	FAQ page	3		

## 4. RECORD A SHORT VIDEO SERIES

Use the "**Selling 7**" framework to produce videos that reduce friction:

### 1. Cost and pricing:

Address the #1 question buyers research before engaging sales.

### 2. 80% videos:

Answer the questions that come up in 80% of sales meetings.

### 3. Comparison

Address "us vs them" questions honestly.

### 4. Product/service fit:

Explain who you're right for (and who you're not).

### 5. Problem/agitation:

Identify and amplify pain points.

### 6. Best/reviews:

Social proof and credibility building.

### 7. Claims we make:

Prove your marketing claims with evidence.

**84% of buyers** say they've been convinced to buy after watching a brand video.

## 5. TRACK CONTENT-DRIVEN REVENUE IN YOUR CRM

Tag deals with the content prospects engaged with. Measure:

- SQLs (Sales-Qualified-Leads) generated
- Pipeline influenced
- Content-assisted revenue
- Average sales cycle length
- Win rate by source

## 6. SET SHARED KPIs + WEEKLY ALIGNMENT RITUALS

No more separate dashboards. Build one view of pipeline, SQLs, and content influence. Hold a 30-min weekly stand-up where sales and marketing share one update: "What did we learn from prospects this week?"

## The Payoff: Key Benefits

**When sales and marketing align, you get:**

 **Deeper customer insight**

Sales voice shapes campaigns

 **Relevant video content**

FAQs turn into assets that close deals faster

 **Shorter sales cycles**

Buyers arrive educated (PKB Civils saw this first-hand)

 **Less content waste**

Marketing stops guessing, produces what sales need

 **Better customer experience**

One story, consistent across website, calls, and follow-up.

# Want help aligning your sales & marketing team?

Book a FREE **30-min consult** to map your alignment plan.



Schedule a **FREE** discovery call

[Book call now](#)

## Here's just a few businesses we've helped grow with the **VALUE Builder Method** driving their lead machine

"WeAreSMC conducted a Marketing Strategy Workshop with us in October 2024, which has **helped bring clarity to the marketing of our business in 2025**. Their approach really helped us get more strategic with our marketing, and shortly after the workshop, we received a marketing strategy and plan that has given us direction for 2025. WeAreSMC has been working with our Marketing Manager to help execute the strategy and plan, **and we're already starting to see early results with our Google search rankings improving and bringing us qualified leads**. We're excited to continue working together as we build a brand that grows with the business."

**Ben Duffy, Director at PKB Civils**

"We have been working with WeAreSMC since the beginning of 2024, **they have helped us with strategy, planning and now generating leads for our business**. They have helped transform our website into one that **frequently generates inbound leads** rather than a static brochure website"

**Gabor Szalay, Founder at Gabor Logistics**

"Working with Steve on our google ads has enabled Ochiltree Joinery **to book out our diary over six months in advance**, helping us to steadily grow the business in 2025. What stood out was Steve's focus on reducing the cost per lead while maintaining strong lead quality and volume. If you're looking to get started with google ads for your business, **I'd highly recommend speaking with Steve.**"

**Neil Blackburn, Director at Ochiltree Joinery Ltd**

# Enjoy reading this free playbook?

## Check out our 90 Day Lead Machine Playbook for B2B companies

- **The Vision & Voice Framework** – Get crystal clear on who you serve and why they should choose you (Days 1-30)
- **Assets & Authority Blueprint** – Build marketing foundations that convert browsers into buyers in today's AI-research environment (Days 31-60)
- **Launch & Lead Generation Playbook** – Create systematic visibility using the Paid, Owned, and Earned framework (Days 61-75)
- **Measurement & Scaling System** – Track what matters and scale what works while eliminating what doesn't (Days 76-90)
- **Implementation Checklists** – Step-by-step actions for each stage with realistic timelines
- **Obstacle Solutions** – How to overcome the 8 most common implementation challenges

Download the FREE 90 Day Lead Machine Playbook