



# Generating Pipeline & Revenue Is a *Team Sport*

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# Agenda

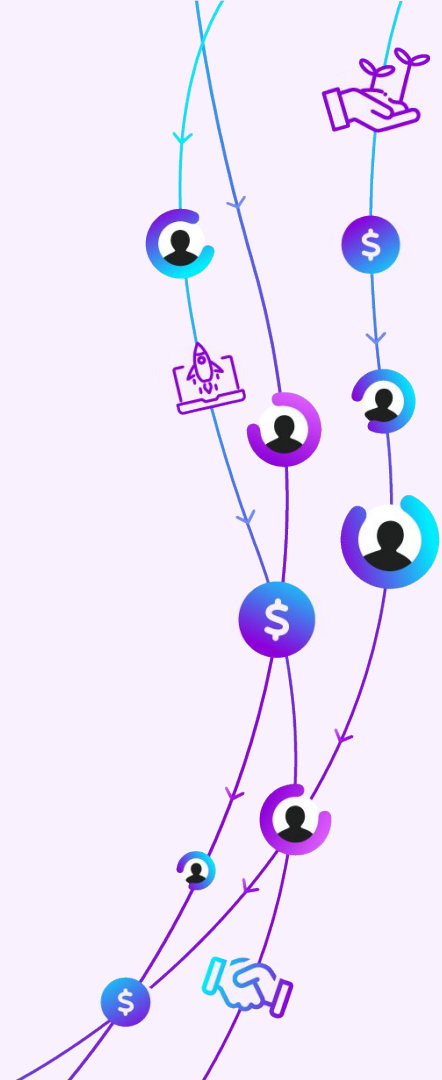
- 01 Sales and Marketing *Relationship*
- 02 *Team* Responsibilities
- 03 Take Steps to Move from *MQL to SQL*
- 04 Recommended *Metrics*
- 05 *Now What?*

The background is a solid orange color. On the left side, there are three concentric circles in shades of yellow and orange. On the right side, there is a faint, stylized circuit board pattern with lines and dots.

*First things First...*

# *Relationship* Between Sales and Marketing

- 01 We all have the **same end goal - REVENUE**
- 02 We need to eliminate the **us vs. them**
- 03 **Build trust** and then alignment follows



# Team *Responsibilities*

Common Goal- Differences are OK!

# Responsibilities for *Marketing*



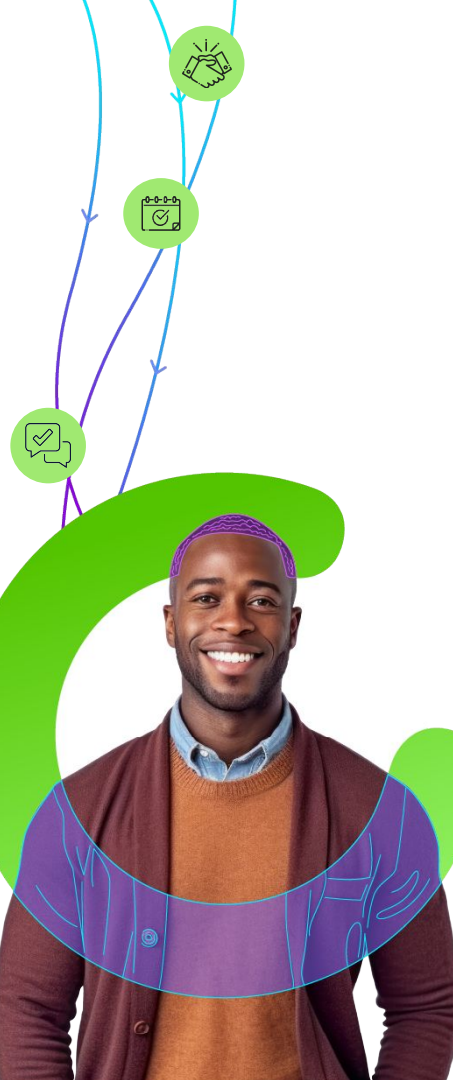
# Responsibilities for *Sales*

## *Curiosity & Communication*

- Ask questions and **be curious**
- **Don't just demand** a number
- **Invite marketing leaders** to attend sales calls
- **Weekly syncs** to review funnel metrics

## *Opportunity Analysis & Feedback*

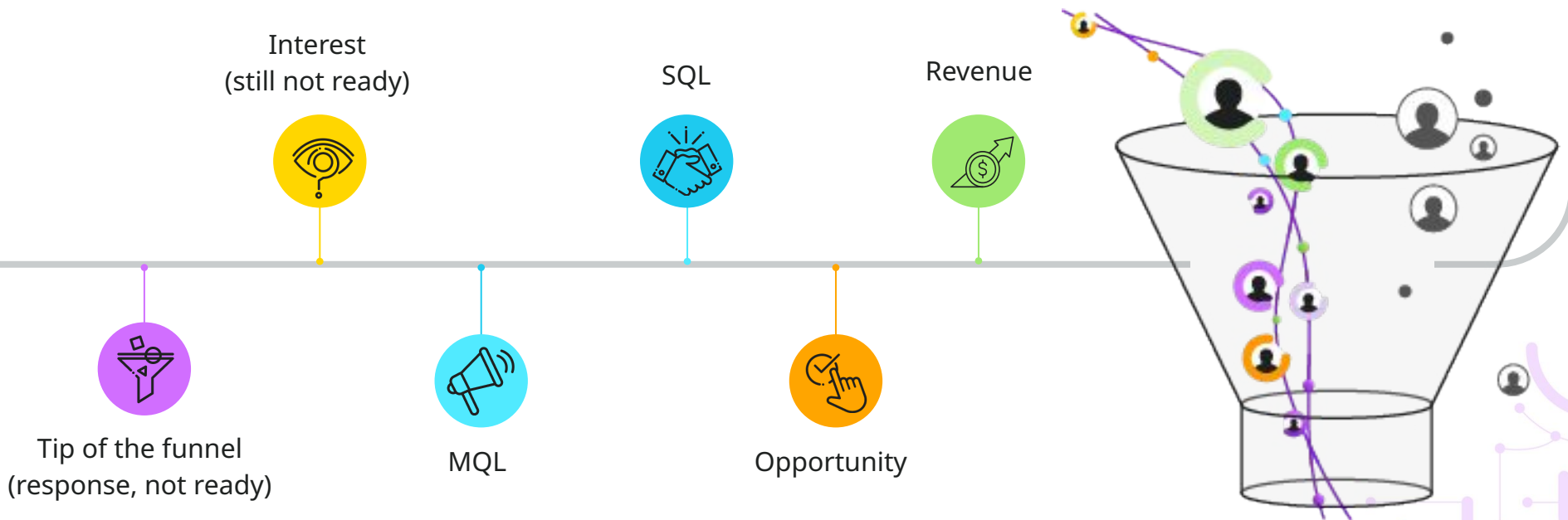
- **Create programs** for sales stages
  - **Feedback** on why opps are accepted or rejected
- AE's **collaborate** with SDRs on **account direction**
- **Feedback** on qualification criteria that maps to SLAs



# *Moving from MQL to SQL*



# Lead Lifecycle *Timeline*



# What Happens *Between* MQL & SQL?



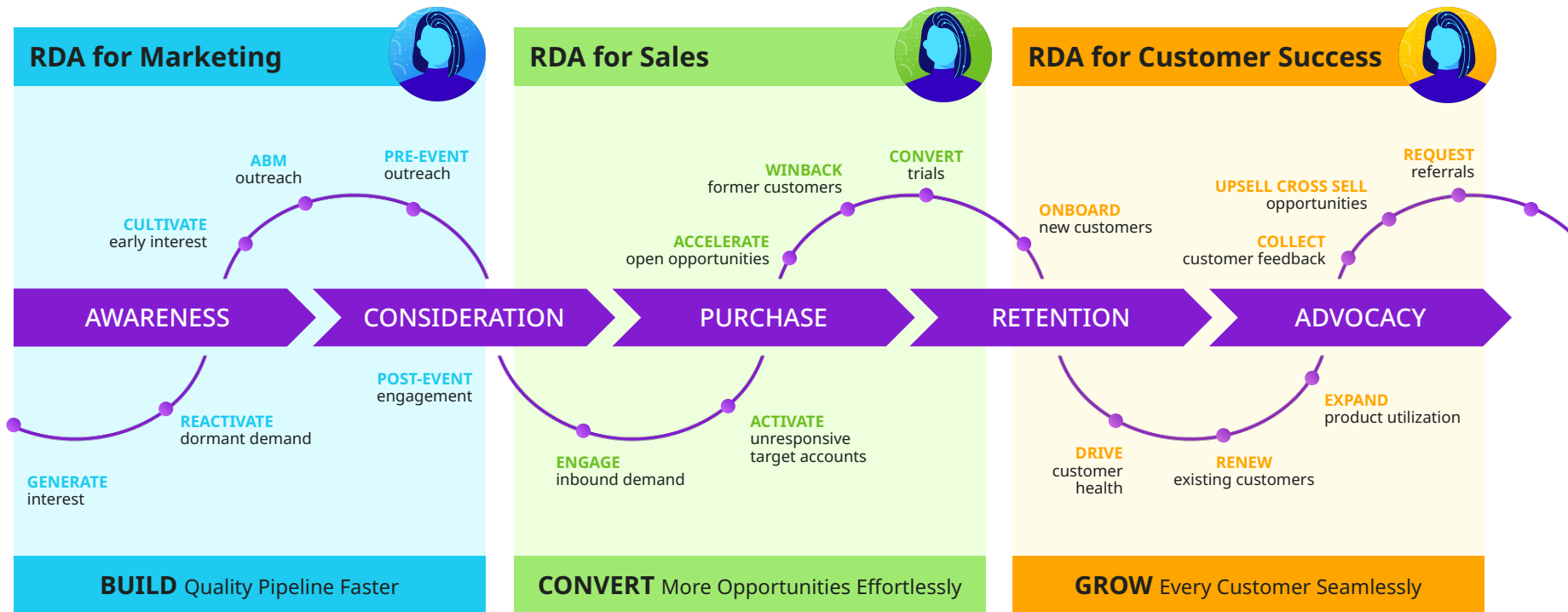
MQL

- Don't overstay your welcome, but **don't forget they need education**
- From inbound prospects to cold outbound is after the initial attempts, we have a waiting period and then depending on the list, **we drop them into a Marketo nurture or a Conversica Conversation with our Revenue Digital assistants.**
- **Every lead** is one that is **sales ready** but **not all leads are created equally**

SQL

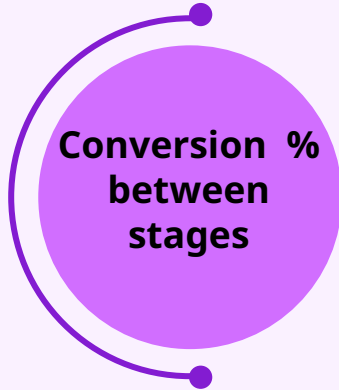
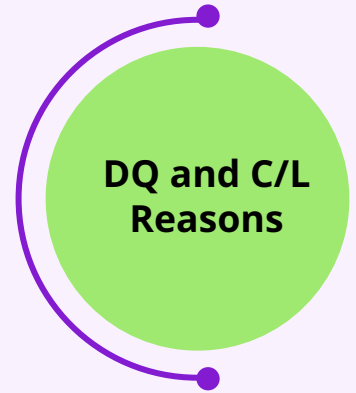


# RDAs Influence and Persuade at Every Stage in the Lifecycle



# *Metrics*

# Here are the *Metrics We Track*:





*Now What?*

# Something Actionable

## Dig into Metrics



Inspect, report and dive into metrics to ensure we have full visibility into what is working

## Share with Sales



Provide visibility into what is working and what isn't-agree on the definition of "working"

## Test, Rinse and Repeat



Take time to test, define success and repeat it!

## Diversity of Channels



One size does not fit all. Ensure multiple offers are running simultaneously

## Feedback & Performance



We need to have a vested interest in getting feedback.

# *Sales & Marketing* Share a Common Goal



We are **one** Team!



**Communication and  
Collaboration is the  
key** to all relationships



**Understand** each  
other's **goals**



# *Thank you*

Questions?



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