

City Business Solutions Offers Tips to Unify Sales and Marketing Departments

Written by Australian Business

CHICAGO, IL, October 12, 2014 /24-7PressRelease/ -- [City Business Solutions](#) has found that there is often a divide between two groups within an organization and particularly between the sales and marketing departments. However, the firm says it is important for these services to work together to provide

[the best service](#)

for clients and consumers. City Business Solutions has also found that the ways these negative situations are usually dealt with often kill productivity and divide the team further.

About City Business Solutions: <http://citybusinesssolutionsusa.com/about-us/>

In order to ease these situations and settle disagreements City Business Solutions has developed six strategies to unify the sales and marketing departments:

Collaborate early and often Leadership should take on the role of an organizer and encourage collaborations between the sales and marketing departments in the very early stages of a process. Get both teams together and generate ideas and details from all levels of the prospect funnel. Both sales and marketing will have opinions on this so bringing the teams together to work on the content strategy is important to getting the most valuable content.

Systematize feedback loops Once a campaign has been rolled out, it is important to know the impact. This comes from both quantitative and qualitative research into the results, so set up systems that capture both. Sales and marketing should engage in qualitative campaign reviews. Specific examples need to be uncovered, stories should be told, success should be highlighted, and failures should be discussed.

It's a science People often say that sales and marketing are part art, part science. In today's business the science part is playing a much bigger role due to the amount of data that can now be collected. So the idea is to use typical science rules.- Develop solid hypotheses around the content that will make a difference- Define lead stages and anything else that will be measured and clarify those definitions (no shorthand) - Agree which conversions need to be measured- Outline a process and the expected results. - Study those results- Conclude, adjust hypotheses and run the next experiment.

Train well Knowledge is power and much more powerful when shared. Get the team together and train continuously. Train on vocabulary. Train on process. Train on messaging. Train on metrics. Both departments need to understand both jobs so cross training can be very effective.

City Business Solutions Offers Tips to Unify Sales and Marketing Departments

Written by Australian Business

Know the numbers and agree on their value There are all sorts of numbers that can be used to measure progress. The key part about the numbers is to make sure they represent the facts. Take time to agree upon the key statistics that will be tracked in the business. Focus on why they are important to progress. Then measure them and improve.

Define and celebrate successes as a team! A critical element of teamwork is how success is celebrated. Don't divide here...unite! Both departments had a role in the final outcome and one would not have worked without the other. Get sales and marketing on the same team.

City Business Solutions is a direct sales and marketing firm that specializes in face-to-face marketing techniques. The firm connect with consumers on a personal level to create long-lasting relationships between the consumer and their clients' brand. These direct marketing techniques help to improve customer acquisition, customer retention and brand awareness.

City Business Solutions specialize in direct marketing techniques to offer their clients a high ROI and generate quality sales.

Follow [@ChiCBSolutions](#) on Twitter and 'Like' them on [Facebook](#) .