



Virtual Edition - 2

# GLOBAL STRATEGY EXECUTION SUMMIT

**Alex Goma**

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Marketing and  
Sales :  
Aligned to  
Strategy

# Agenda

- Introduction
- Importance of Sales & Marketing Alignment to Business Strategy
- Key Opportunities and Things to Focus on
- Pitfalls to Avoid
- Making Alignment Happen
- Good and Bad Examples
- Summary

# Introduction



Role of any business is to deliver sustainable Value for its Stakeholders.



The Business Strategy defines clearly how it plans to deliver this value. It's a choice of where to play, who will play and how to play for the business



Sales and Marketing are 2 critical functions that manage the relationship between the consumers, customers and the company to create value



Alignment between these outward facing functions and the rest of the business is critical to ensure sustainable profitable growth

# Importance of Sales and Marketing Alignment to Strategy



Overall Organizational Growth & Success



Consistent Messaging, Improved Customer experience and Increase Revenue



Reduction in Costs. Reducing inefficiency, poor resource allocation.

# Key Opportunities and Things to Focus On.



Customer-Consumer-Centric Approach for the business. Sales and marketing should provide direction for the business



Drive integrated planning for the business. Have a unified planning process that links sales and marketing with the entire business ensuring cohesion and shared goals.



Identify key opportunities for alignment between sales, marketing and the other functions of the business. Drive data driven decision making using data and analytics to drive decision making



Foster regular communication and collaboration across the business to share insights, goals, challenges and opportunities

# Pitfalls to Avoid



Silo Mindset: Drive Cross functional Collaboration. Emphasis should be on one agenda and not competing functional agendas



Misaligned Goals and Incentives: Drive alignment of goals across the organization.



Poor Communication and inconsistent Messaging .

# Making Alignment Happen



Having Integrated business planning is a key step. Drive common goals, align critical KPIs and also shared reward systems



Establish Clear Channels for information sharing, joint planning and decision making to achieve better alignment and avoid negative consequences



Shared Metrics and Incentives



Leverage the use of technology that supports integration, data sharing and performance tracking across the business



Establish clear leadership that sets the tone for collaboration and alignment across departments. Function heads have to own the whole



# Examples



## Nike Consumer direct offense Strategy

- Cross functional collaboration to share data, insights and common goals
- Invested in advance technology to unify and streamline data.
- Alignment between marketing sales and operations to accelerate order fulfillment, better supply chain coordination



## Mc Pizza

- Marketing team promoted heavily and ran campaigns whilst operations team faced serious operational challenges
- McPizza required unique equipment and longer cooking times. New product complexities disrupted the efficiency of the assembly line and affected other products production speed resulting in consumer disaffection
- Alignment between marketing sales and operations to accelerate order fulfillment, better supply chain coordination

# Summary



Business Strategy is simply the choices any business has to make to deliver their objectives. Its a choice of where to play and how to play.



Sales and Marketing play critical roles in the development of business strategy.



The Customer/Consumer should be at the heart of any business strategy



However functional strategy sometimes begin to take a life of their own resulting in Misalignment across business



Integrating business planning and utilizing the tools and processes associated with this helps to drive and foster collaboration across business functions and alignment to strategy.



Despite our circumstances, we have had people show us that with the right leadership we can build a society that we all can be proud of



We need to review how we appoint people into leadership of public institutions, measure their performance and establish a culture of excellence.

Thank

you

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