

How to Run Your First Successful **SMARKETING MEETING**

Running your first smarketing (sales + marketing) meeting doesn't have to be intimidating. Yes, you may face some pushback and yes, you may hear some annoyed sighs. But, this shouldn't be "just another pointless, boring meeting." So, make sure your invitees know that it won't be!

Set the tone by distributing a—dare I say it—fun agenda. Clearly outline how you plan to effectively use every minute of the meeting as a working session to get everyone talking and sharing experiences that will benefit both teams (and, ultimately, the company's bottom line!).

Reiterate the goal

Remind everyone why they're here—to work together to generate actionable ideas that will:

1. Help marketing increase the number of qualified leads generated
2. Help sales convert more leads to customers
3. And ultimately, make both teams and the company more professionally (and financially!) successful

Educate sales on the concept of sales enablement

Sales enablement is just that—enabling sales to be successful! Instead of rivaling each other, sales and marketing need to form a strategic partnership to work through:

1. Identifying problems or gaps
2. Brainstorming the best ways to solve them
3. And assigning actionable tasks

Explain what sales will get out of the meeting

Be clear about how marketing will support the sales team by creating sales enablement tools and resources, like case studies, whitepapers, sell sheets and presentations, that will help sales convert more leads to customers.

Explain marketing's goals for the meetings

Let sales know that you've invited them to hear and gather their insight. This valuable information helps marketing better understand the customer and their needs through all stages of the prospect's journey. From here, marketing can create content that will increase the number of qualified leads generated and convert those leads using tactics that will let sales know they are qualified and ready to buy.

Compare your buyer's journey to your smarketing processes (Activity time!)

It's important for sales and marketing to understand the buyer's journey in total—so start by defining what it is. This will help create a cohesive message and experience for your prospects from the top to the bottom of the sales funnel.

Activity #1: Draw Your Buyer Persona - See who really knows who your buyer persona is... the sales team or the marketing team.

Activity #2: Post-it Pain-Point Thermometer - Take the temperature of your customer's pain-points through the eyes of the sales and marketing teams; see what matches up and what is wayyy off.

Activity #3: The Human Funnel - A sales and marketing twist on the classic game of "telephone".

Q&A

Identify trends of struggles and wins with a Q&A exercise that provokes sharing experiences:

- Why do you think you lose deals?
- Why do you win deals?*
- What common questions are you asked?
- What objections do you often hear?
- What tools would be helpful to prospects to make faster and more educated decisions?

Keep it up!

One smarketing meeting will not, in itself, solve every problem. Smarketing meetings should be held regularly. But after you get the first smarketing meeting under your belt, you can then hit the ground running, and begin to create the tools and resources that your sales team needs.