

# KEEPING IT SIMPLE

## THE ROLE OF A SALES & MARKETING EXECUTIVE IN THE B2B MARKETPLACE IS NOTORIOUSLY COMPLEX.

Leaders are expected to guide their teams effectively, while ensuring their brand is seamlessly represented through marketing that supports sales efforts – ultimately growing the business. Adding to that is an unprecedented global pandemic that has forced many B2Bs to pivot their entire business model. It's no wonder leaders are feeling overwhelmed, burnt out and unsure how to prioritize ever-growing "to do" lists.

Pandemic or not, when it comes to effective Sales & Marketing Leadership, there's something to be said for **Keeping It Simple**. It's critical that leaders understand – and define – the differences between brand, marketing and sales. By doing so, leaders can identify how to effectively lead those areas and ask the right questions to meet business goals and objectives.

### BRAND



The entity and how it creates unique value for a unique audience with a unique need.

**As the leader:** Ensure that the brand is represented properly and in the best interest of the organization at all times.

**Ask:** Are we "on" brand?

### MARKETING



All that is done to create or extend a relationship between target audience and brand.

**As the leader:** Ensure that all marketing is aligned to support current and future selling relationships.

**Ask:** How will this initiative create or extend a buying opportunity?

### SALES



All that is done to start or extend a buying relationship.

**As the leader:** Ensure that the sales team has the tools, knowledge and resources to move a client or prospect to a meaningful next step.

**Ask:** How will this next move take us closer to a close?

## READY TO SIMPLIFY?