



# Cultivating a Winning Marketing-Sales Partnership *Checklist*

Marketing-Sales partnership describes the relationship between the marketing function and the sales function in a company's commercialization efforts. We at Lime see the Marketing-Sales relationship as one of the most powerful internal levers for performance. A winning Marketing-Sales partnership results in a **deeper, richer view of the customer**; more **relevant and differentiated customer value**; and **increased impact, flexibility, and speed** in the market.



## Marketing-Sales Relationship Health Checklist:

- Does Sales **EMBRACE** your strategy?
- Is the Sales Team **CLEAR** on exactly what they need to do to support the strategy?
- Is the Sales Team **DOING** what you are asking them to do (and how do you know)?
- Are they **JAZZED** about using your marketing materials and messages?
- Are you **RECEIVING** regular, helpful customer perspective from the Sales Team that you're **USING** in strategies and plans?
- Do you and your Marketing Team **FEEL VALUED AND RESPECTED** by the Sales Team?
- Would your Sales Team say they **FEEL VALUED AND RESPECTED** by you and your Marketing Team?

## Winning Practices in an Effective Marketing-Sales Partnership

Assess what practices both Marketing and Sales are doing today. Based on your responses, where can you target efforts to improve your partnership?

Role
<input type="checkbox"/> Understand each function's specific role, responsibilities, decision rights, and expectations in commercialization
<input type="checkbox"/> Align around goals and the strategic choices to achieve these goals
<input type="checkbox"/> Follow established roles, goals, and strategic choices
Clarity
<input type="checkbox"/> Work toward a common "worldview" of the market, the business, and customer problems/insights
<input type="checkbox"/> Agree on the best opportunity to focus on (and NOT focus on) to achieve growth
<input type="checkbox"/> Know how different traditional and digital tactics—including specific Sales Team actions and messaging—work together to deliver the strategy to customers
Respect
<input type="checkbox"/> Spend quality time with each other and genuinely seek to better understand the other's priorities, way of thinking, and key challenges
<input type="checkbox"/> Consider the impact each group's daily work has on the other when making decisions or taking actions
<input type="checkbox"/> Honor commitments and provide feedback using a constructive tone and content

TOTAL Boxes Checked: \_\_\_\_\_

Let's Grow! [growwithlime.com](http://growwithlime.com) Contact us at [info@growwithlime.com](mailto:info@growwithlime.com)

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