

A PARTNERSHIP IS BORN

Product Marketing and Sales
Find Happiness

Frustrated sales and product marketing executives bond over their common challenges—and discover a more successful future together.

A Survey Report by



Aventi Group recently invited a few dozen B2B executives to share their views on the priorities, challenges, and trends shaping product marketing today. The data and insights we gathered tell a vivid story—one that goes something like this...



AN AWKWARD MOMENT AT THE WATER COOLER



[VP/PMM]

- How's the new sales campaign been working for you?

[VP/Sales]

Sorry, I dozed off for a minute ... must have been that blog series you guys wrote. Look, we're all proud of our engineers, but selling is about storytelling, sound bites, and benefits—not tech specs.

[VP/PMM]

- You think I don't know that? Between you and me, I've got a young team that's still finding their way with sales language and positioning. Believe me, sales enablement is literally my top priority. Though it's clearly not working.

[VP/Sales]

- I appreciate the hours you guys are putting in, but—wait, what's that supposed to mean?



What are your product marketing team's current top priorities?

61%

sales
enablement

56%

go-to-market
strategy

53%

product
launch

46%

content
development



WHEN SALES ISN'T ENABLED



[VP/PMM]

I'm just frustrated that as an organization, we're better at generating leads than signing customers. I'm not blaming sales for that. Though sometimes I feel like sales is blaming us.

[VP/Sales]

I hear you. We get frustrated too. Marketing really is doing an amazing job at creating opportunities—we just need more tools to help close them. Or better tools. More and better tools. Playbooks. Training cheat sheets. Ebooks. Infographics. Blog posts. Really good ones.

[VP/PMM]

How about a jetpack while we're at it? I'm doing the best I can with the resources I've got, but we're stretched to the limit.

[VP/Sales]

The Great Resignation. I feel your pain—we've been replacing senior aces with bright-eyed kids lately too. Love their energy, but without the right sales tools ...

Where do you need to add resources to meet your goals?

57%

sales
enablement

56%

content
development

49%

strategy

41%

programs

Which of the following challenges are you or your product marketing team experiencing?

67%

not enough
people/staff

67%

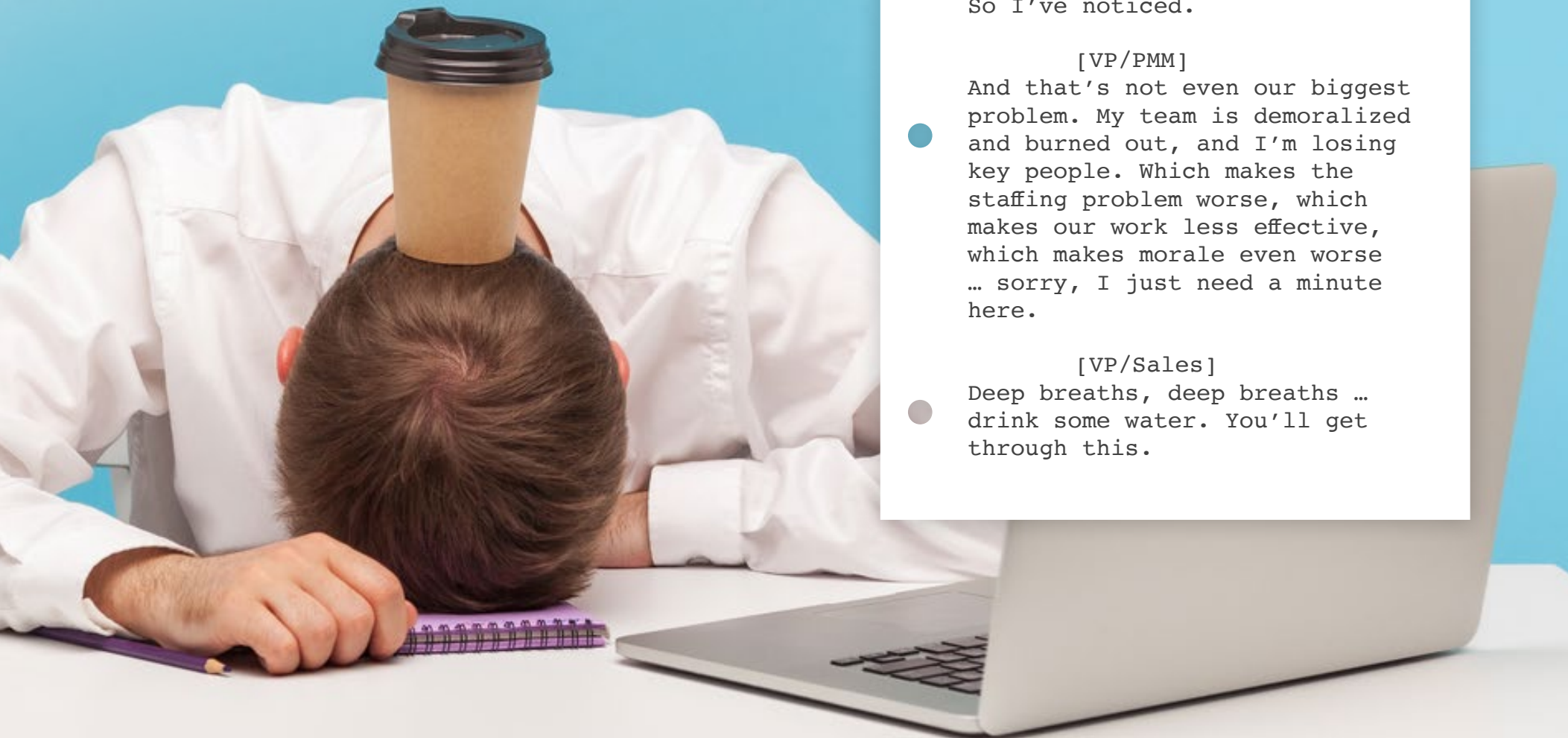
too many
priorities/projects

33%

time to hire and
train product
marketing talent



THE PRODUCT MARKETING TAILSPIN



[VP/PMM]

- I don't want to make excuses, but our staffing crunch is making it hard to deliver effective campaigns and launches.

[VP/Sales]

So I've noticed.

[VP/PMM]

- And that's not even our biggest problem. My team is demoralized and burned out, and I'm losing key people. Which makes the staffing problem worse, which makes our work less effective, which makes morale even worse ... sorry, I just need a minute here.

[VP/Sales]

- Deep breaths, deep breaths ... drink some water. You'll get through this.

[VP/PMM]

● I know sales hates us.

[VP/Sales]

● We don't hate you.



What are the consequences of not having enough staff or the right staff to complete your priority projects?

63%

low team
morale or team
burn-out

56%

ineffective
campaigns or
launches

40%

attrition of
highly skilled
team members

36%

inability
to achieve
revenue goals



DREAMING OF A BETTER WORLD

[VP/Sales]

Let's lighten the mood a little. Close your eyes and visualize your happy place. What would you do if you had all the time and resources you needed?

[VP/PMM]

Wow, where to begin ... we'd create such fantastic sales enablement content. We'd come up with world-changing messaging and positioning. We'd drive so much demand, you'd be signing contracts all day long.

[VP/Sales]

Nice.

[VP/PMM]

What would you do if you had everything you needed?

[VP/Sales]

Sell.



What key initiatives would you and your team like to accomplish if you had the right time and resources to get them done?

63%

create dynamic,
robust content
for sales &
marketing

60%

create strong,
targeted
messaging/
positioning

56%

help drive
campaigns
and demand

51%

build a resilient
go-to-market
planning
process



THE UNFILLABLE VOID



[VP/Sales]

So let's do it. Let's hire some folks. I'll help you get the budget for it.

[VP/PMM]

If only it were so simple. Do you have any idea how long it takes to find and hire someone? It makes vendor onboarding seem fast. And just try to get someone to take the lead on recruiting—you've never seen a Zoom go silent so fast.

[VP/Sales]

Yikes.

[VP/PMM]

And just because you bring someone on, it doesn't mean they'll stick around, or that you won't lose someone else the next day. One way or another, you've got too many programs and not enough people.



How long does it typically take to fill an open senior marketing role in your organization?

2%

less than
a month

51%

1 – 3 months

40%

4 – 6 months

6%

more than
6 months



AVENGERS, ASSEMBLE



[VP/Sales]

● Something you said gave me an idea ... as far as onboarding vendors goes, why not outsource? There must be product marketing agencies out there who can deliver results. And they can probably do it a lot faster.

[VP/PMM]

● Easier to hold them accountable, too. If my own team is underperforming, I've got no choice but to keep holding their hands and whispering affirmations into their ears. If an agency isn't getting it done—boom, they're gone. And they know that.

[VP/Sales]

But if they do come through, it's going to make us look like geniuses. Everybody wins.

[VP/PMM]

● You really do know how to close a deal.



During the next year, how do you anticipate the number of outsourced product marketing-related initiatives will change?

10%

increase by
25 – 50%

20%

increase by
10 – 25%

11%

increase by
up to 10%

47%

stay
consistent

What are the top three benefits you would gain from outsourcing product marketing talent?

49%

faster time
to market

31%

ability to
meet/exceed
objectives/KPIs

23%

more product
marketing
expertise





LEARN MORE

Source

All data in this ebook is taken from *Go-to-Market Success Strategies*, a survey of B2B senior marketing leaders across several industries conducted by Gatepoint Research for Aventi Group.

About the author

Aventi Group is an on-demand product marketing agency dedicated to bringing world-class go-to-market execution talent to high-tech B2B clients. We have an extensive team of product marketing professionals – giving our clients fast access to an on-demand, scalable team with broad domain expertise. Our experts have run high performance teams at every level, in every category – from startups to mid-sized firms and large enterprises. Clients include SAP, Adobe, Fortinet, HP, Malwarebytes, ServiceNow, Okta, Palo Alto Networks and Zendesk. Founded in 2008, Aventi Group is based in Silicon Valley, California.

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