

# Tips on How **MARKETING** Can Help Create a Sense of Urgency **IN SALES**



In today's customer-first sales environment, product-focused hard sell tactics are increasingly being replaced by longer-term, carefully nurtured relationships. Companies are working to discover a potential customer's needs, then usher them along their sales journey from initial discovery phase to finalized agreement—and beyond. This approach requires a seamless collaboration between sales and marketing in order to identify opportunities, reduce friction, and close sales faster.

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**Businesses with strong sales and marketing alignment are 67% more effective at closing deals, 58% more effective at retaining customers, and drive 208% more revenue as a result of their marketing efforts. ([LinkedIn](#))**

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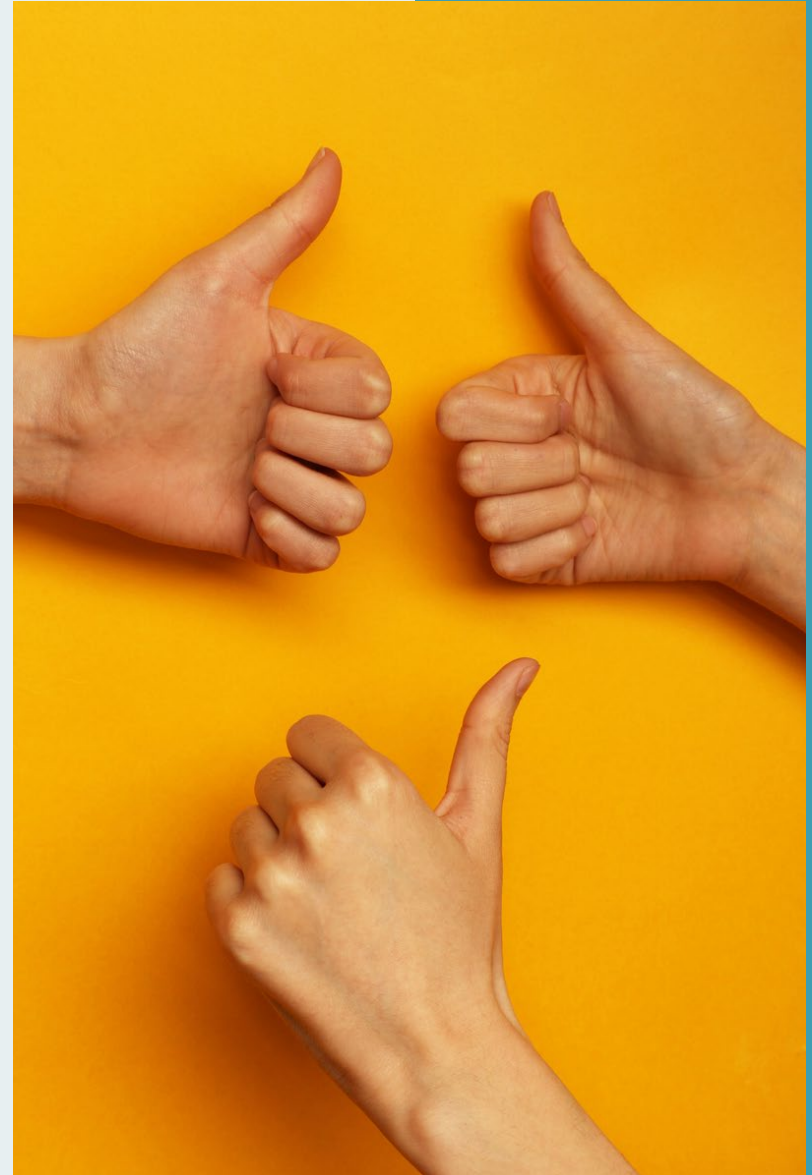
In this eBook, we'll discuss how, by working together in this way, companies can maintain or even improve deal velocity while keeping their attention focused where it belongs: on the customer.



## GET EVERYONE ON THE SAME PAGE (LITERALLY)

The best place to start is by examining whether or not your sales and marketing teams are clearly aligned. When they are working together as partners instead of competitors, messaging will be more consistent, potential prospects won't fall through the cracks, and sales will have the content they need to close faster and more efficiently.

**Keep your positioning materials nimble and responsive. Consider using microlearning modules to make it easier for your salespeople to access and absorb—and for you to update as needed.**





## RIDE THE WAVE

In order to understand and stay ahead of your customers' pain points, monitor what's going on in the market so that you can react and pivot quickly. For example, following a large-scale Marriott data breach in 2018, Aventi Group client Malwarebytes posted an informational [blog](#) telling readers more about the breach, what was known about the cause, and how both Marriott customers and other businesses could protect their data.

**What do you think is the most important distinction between Malwarebytes's blog post and more traditional, hard-selling sales pitches?**





In a world where it seems breaches cannot be contained.... Our advice to organizations: Don't become a cautionary tale.... Save your business' reputation by taking proactive steps to secure your company today."

([Malwarebytes](#))



## EMPATHIZE & EDUCATE

Take care to remain compassionate rather than opportunistic. Remind your customers that they are not alone, and remember—your goal is to nurture prospects or customers through their buying journey by focusing on their needs, not on your product. As we saw with the Malwarebytes example, the best way to do this is to keep your content educational and helpful.







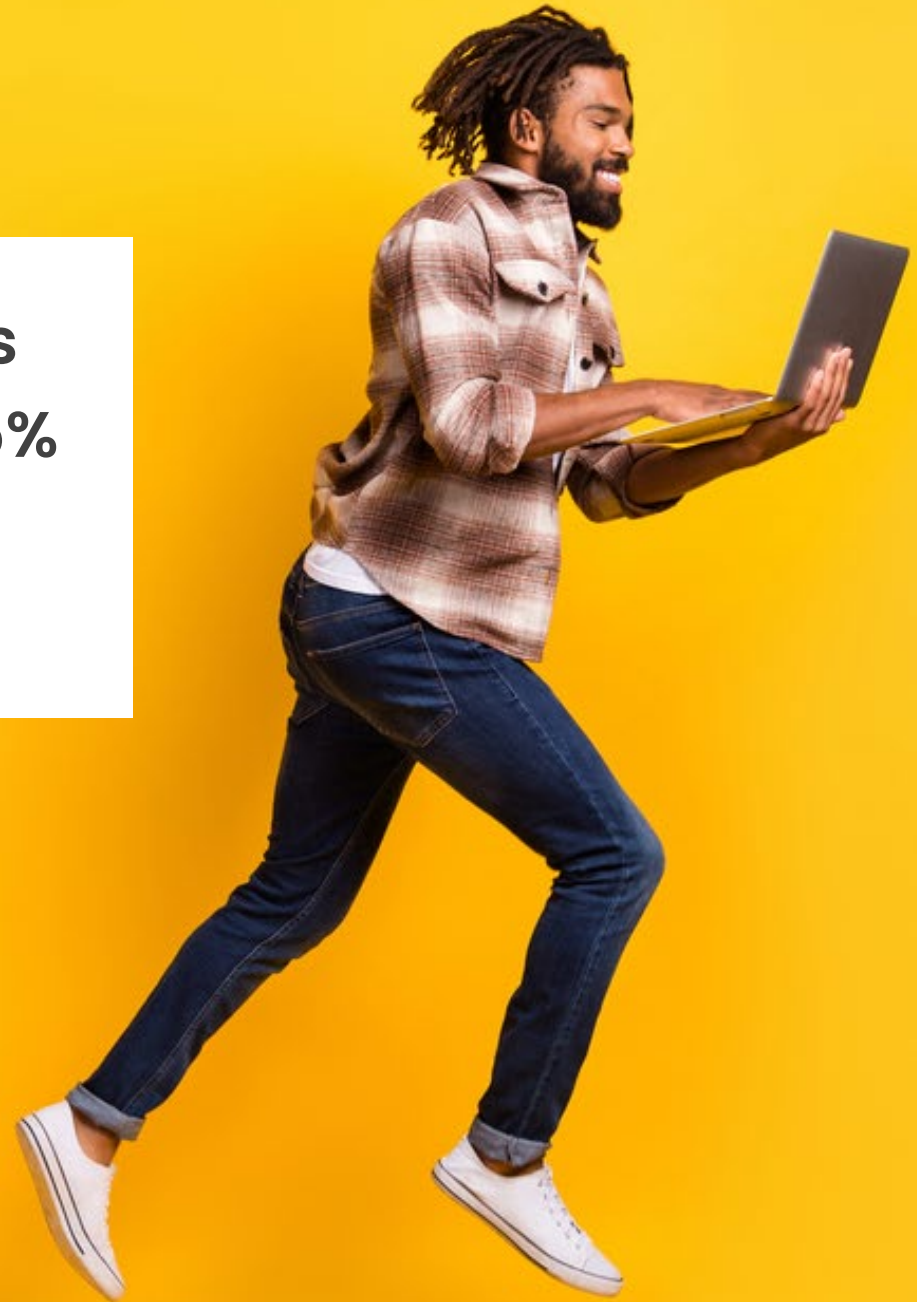
## MAXIMIZE THE VALUE OF TRIALS

With the proper follow-through, trials can be an extremely valuable asset in a seller's bag. According to Accenture, 94% of B2B buyers report that they conduct some form of online research before purchasing a business product<sup>1</sup>—so if someone downloads your trial, it's safe to assume that they've already done their preliminary homework and are interested in your product. Making that prospect's experience as smooth as possible both during and after the trial period will help sales close the opportunity sooner.

**Trials need to be of high *mutual* value. Define your success criteria up front so that you are getting a quid pro quo on your trials.**



**The top 27% of SaaS companies using free trials say they get 25% or more of their new business from their trial. (Totango)**





# NURTURE EXISTING RELATIONSHIPS

Urgency doesn't stop once the sales agreement is signed, and neither should your customer engagement. If anything, your nurturing efforts are even more important when it comes to retention, as they will help keep the customer in the pipeline and make future sales or renewals easier. Remain tactically helpful by continuing to inform existing clients about your offerings—as part of your launch, for example, you might consider doing an educational webinar series about the new or updated capabilities you are bringing to the market.

**79% of marketing leads never convert due to a failure to nurture consumer connections.**  
(HubSpot)

**What are some of the best, most unique ways you've seen companies maintain customer relationships?**





It's easier to retain a customer than to go out and find a new one. Building trust and validity makes it easier to ask for that business later on."

—Robby Halford, former Senior Director of Sales Readiness, Malwarebytes



As we've seen, marketing is an essential partner in helping sales win and close deals by creating opportunities, nurturing relationships, and educating prospects. In turn, sales can help marketing hone their messaging by sharing critical insights into the customers they interact with on a daily basis. Close collaboration between the two teams helps ensure that prospects turn warm faster, deals close sooner, and existing customers stay loyal longer.



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#### About Aventi Group

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.

For more information, visit [www.aventigroup.com](http://www.aventigroup.com) and follow us on [LinkedIn](#).