

A background image showing a man in a light blue blazer pointing at a whiteboard with a flowchart, while three other people (two women and one man) look on in a meeting room.

Five questions sales operations should ask their marketing team

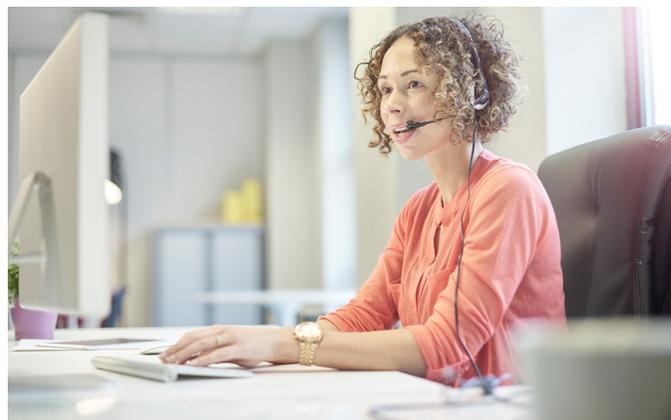
Partner closely with marketing to increase sales conversions

Sales operations and marketing might be separate departments with different performance metrics. However, both teams are ultimately on the hook to tie their budgets to sales. Each team also has nuanced customer insights based on their touch points which, when combined, can potentially increase the company's revenue opportunities.

For businesses that rely on the phone to schedule appointments, drive showroom visits, or make purchases, improving agent performance is critical to achieving increased revenue.

"I don't know if the success or failure of my sales operation is due to call handling and agent performance or the media strategies used by marketing."

Whether it's ensuring your callers can always speak to a live agent, to having a carefully worded script and key talking points to guide the customer down a purchasing path, it takes constant effort to make sure agents and franchisees have the qualified leads and adequate information about them. Fortunately, the marketing team usually has this information in house.



The five topics you should ask your marketing team about are:

1. Understanding your key buyer personas.

Knowing the expectations of your target buyer persona is very valuable information to arm sales with.

- What are the personas you use to develop marketing messages and offers?
- Which of our buyer personas most likely represent our highest-value customers?

2. Upcoming campaigns and promotions

Use this information to properly prep agents and establish staffing plans that tightly tie to marketing campaigns.

- May I have a calendar of upcoming promos and campaigns?
- Can I see the regions where we will launch our promos?

3. Customer journey activities that lead to calls

Use this information to get a feel for what prospects may or may not already know when getting on the call.

- What are all the customer touch points and assets we use to deliver high-intent leads?
- What marketing materials do you think best educate customers about our offering?

4. Marketing messages and script development

Work with marketing to establish a pipeline for improving messages on an on-going basis.

- What specific terms and messages do we typically feature in marketing materials and call scripts?
- How we can enhance our messaging with customer conversations we're having on the frontlines?

5. Media strategies including placement, timing and spend

Adjust your sales strategy to enhance your media mix and find more high-intent audiences.

- How do you make media placement and timing decisions?
- Would you like to know information about variations in call volume, timing and frequent conversation topics?

For sales ops, the key is in working with marketing to provide them with data on the quality, context and content of phone calls so that knowledge can be used to send more high-intent, revenue generating leads your way.

Marchex Speech Analytics gives marketers and ops actionable intelligence from every call. Learn more at [Marchex.com/speech-analytics](https://marchex.com/speech-analytics) or call 800.914.7872