



How to Create Synergy Between Your Life Science Business Development & Marketing Teams

Your sales and marketing teams are skilled, eager, and capable. But what happens when they're not on the same page? Frustration and missed opportunities for company growth.

In a market where many companies look and sound the same, fragmented teams make it even harder to stand out. **To maximize revenue, life science business development (BD) and marketing teams need to work in tandem.**

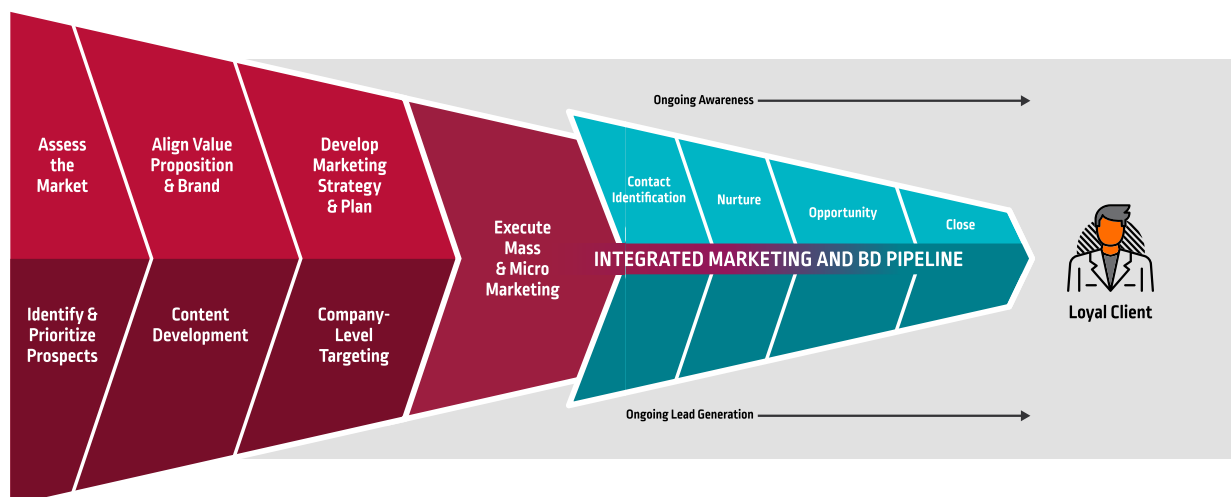
Here are 5 strategies to create BD and marketing synergy for better conversations, deeper connections, and higher conversions:

1. Sync Up

- Discuss, vet, and review your ideal client profile and buyer's journey in depth before getting into tactics.
- Ensure everyone understands where a prospective client sits in the sales funnel.
- Set up clear communication channels for qualified leads:
 - Be it a marketing qualified lead (MQL) or a sales qualified lead (SQL), your teams need to work together to bring potential customers through the funnel.
- Bonus tip: Joint account planning is an effective format for aligning strategies.

2. Establish Disciplined Communication

- Aim for disciplined instead of ad-hoc:
 - Hold regular meetings with BD and marketing (monthly at minimum).
 - Talk through major opportunities and issues or potential issues, asking both teams to submit items for discussion.
 - Focus on action steps to resolve problems and create opportunities.
- Invite your sales team to share their intimate knowledge of your customers with your executives and your marketing team:
 - These points will also help you serve your customers better and provide important insights when designing future offerings.



3. Integrate Tools, Metrics, and Models

- Sync customer relationship management (CRM) and marketing tools:
 - Automate & integrate lead scoring! Introduce primary tools that aid your sales force and marketing team in narrowing down and scoring leads.
- Share and invest in the right databases, software, and mining tools:
 - Bonus tip: [PipelineProspector](#) is free. You can also try [GlobalData](#), [Zymewire](#), [Channel Methods](#), and [Pharma Targeting](#).
- Introduce joint metrics and targets so there's a playbook for nurturing leads.

4. Embrace New Thinking

- Brainstorm innovative methods to capture leads, communicate with them, and market your products and services.
- Think about reaching your customers in nontraditional ways and have your BD and marketing teams plan and execute these opportunities:
 - Try connecting with potential customers through panel discussions, user groups, and advisory committees.
 - Or get even more creative: Send a handwritten note along with a coffee gift card to a client or prospect and invite them to a virtual "happy hour" or coffee meeting to discuss their business needs.

5. Go Above and Beyond

- Word-of-mouth/colleague recommendations are the most heavily weighted factor in establishing new business. These leads are incredibly valuable and should be nurtured as such:
 - A current client who feels you exceed expectations is your greatest BD ally.
- Appreciate your BD and marketing teams using this same philosophy:
 - Celebrate wins and announce new sales competitions. Be creative, direct, and sincere in your acknowledgement.

Turn Attention Into Engagement

When your BD and marketing teams work together, measurable business growth is just the beginning.

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