

CREATING SYNERGY BETWEEN YOUR BUSINESS DEVELOPMENT & MARKETING TEAMS

Your team members in sales and marketing are skilled, eager, and capable. However, historically, some health science companies lack alignment between these two teams, resulting in frustration and missed opportunities for company growth.

While trade shows and conferences are up and running again in some areas, many companies are still experiencing challenges. Now is the time to consider and embrace new approaches. The health science experts at SCORR advise that sales and marketing teams work in tandem and devise an aligned strategy to grow their businesses. This alliance is one of the most critical aspects to maximizing revenue.

HERE ARE 5 INSIDER STRATEGIES

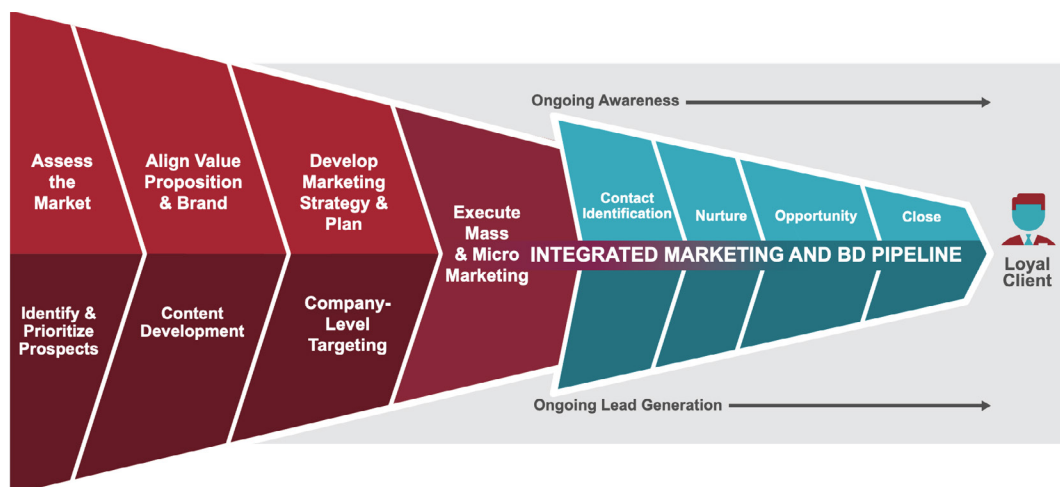
These strategies will help create synergy between your brand marketing teams to achieve better conversations, deeper connections, and higher conversions.

STEP 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. This insight alone can make a difference in creating synergy as well as positively affecting your bottom line.
- › Set up clear communication channels for qualified leads.
 - Be it an MQL or an SQL – it is vitally important that your sales and marketing teams have clear communication to bring potential customers through the funnel.
 - Joint account planning can be an effective format for aligning strategies.

STEP 2: ESTABLISH DISCIPLINED COMMUNICATION

- › Aim for *disciplined* communication instead of *ad-hoc* communications and meetings.
 - Hold regular meetings between sales and marketing (monthly at minimum).
 - Ensure that major opportunities, as well as any issues or potential issues, are on the agenda and ask both teams to submit items for discussion.
 - Focus on action steps that will resolve problems, and perhaps even create opportunities – or at least prompt productive discussion.
- › 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.



STEP 3: INTEGRATE TOOLS, METRICS, AND MODELS

- › Ensure CRM and marketing tools used by sales and marketing are synced.
 - 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.
 - Some key resources are available for free, such as [PipelineProspector](#). There are other essential resources you can investigate, such as [GlobalData](#), [Zymewire](#), [ChannelMethods](#), and [PharmaTargeting](#).
- › Introduce joint metrics and targets so there's a playbook for nurturing leads.

STEP 4: EMBRACE NEW THINKING

- › Encourage new approaches; traditional methods don't have to remain at the forefront.
 - Invite your sales and marketing teams to brainstorm innovative methods in capturing, communicating with, and marketing your products and services.
- › Think about reaching your customers in non-traditional ways and have your BD and marketing teams plan and execute these opportunities.
 - For instance, think about setting up [virtual trade shows](#) – prospects and clients can engage with your team members from anywhere in the world, in real time or at their convenience.
 - There are other innovative methods for connecting, including panel discussions, user groups, and advisory committees.
- › Or, get even more creative: Send a handwritten note along with a coffee store gift card to a client or prospect and invite them to a virtual “happy hour” or coffee meeting to discuss their business needs.

STEP 5: GO ABOVE AND BEYOND

- › Understand that word-of-mouth/recommendations by a colleague are, by far, the most heavily weighted factor in establishing new business. These leads are incredibly valuable and should be weighted and nurtured as such.
 - Emphasize that a current client who feels you go above and beyond, especially when it comes to proactive communication and problem solving, becomes your greatest BD ally without your having to formally enlist them as such.
- › Appreciate your BD and marketing teams using this same philosophy.
 - Go above and beyond when celebrating wins and announcing new sales competitions. Be creative, direct, and sincere in your acknowledgment.

DID THIS WORKSHEET PIQUE YOUR INTEREST?

Connect with our business development expert [Christine Wigert](#) and find out how SCORR can help your business development and marketing teams turn attention into real engagement, including branding, value proposition, messaging, market intelligence, SEO insights, communications/PR strategy, and live and virtual event management.

About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide.