



THE MISALIGNMENT

OF SALES AND MARKETING

SALES AND MARKETING FACE A NUMBER OF CHALLENGES THAT NEED TO BE ADDRESSED

CONTENT RELEVANCE:

60-70%

OF MARKETING CONTENT IS NOT USED BY SALES



...AND ONLY **HALF**

OF SALES MANAGERS BELIEVE THAT MARKETING CONTENT IS RELEVANT ENOUGH TO MOTIVATE CUSTOMERS TO BUY

PROSPECTING:

50%

OF COMPANIES RELY ON SALES REPS TO FIND THEIR OWN INFORMATION

82%

OF SALES REPS FEEL CHALLENGED BY THE AMOUNT OF DATA AND THE TIME REQUIRED TO RESEARCH A PROSPECT



80%

OF SALES PEOPLE FEEL THAT AVAILABLE MARKETING SUPPORT (CRM, CONTENT) ARE NO HELP AT CRITICAL MOMENTS

ACCESSIBILITY:

90%

OF MARKETING CONTENT IS NEVER USED BECAUSE IT'S INACCESSIBLE AT THE CRITICAL TIME



OF CONTENT IS MADE AVAILABLE TO SALES IN A USEFUL FORMAT

ONLY **10%**

THE EFFECT

THE AVERAGE SALES PERSON NOW HAS NO TIME TO SELL!

18%

RESEARCHING ACCOUNTS, GENERATING LEADS

23%

PROSPECTING

25%

INTERNAL MEETING, ADMIN TASKS

29%

OTHER

ONLY

5%

ON THE PHONE SELLING

ACT NOW

YOUR SALES TEAM NEED SALES ENABLEMENT TOOLS

HERE ARE SOME EXAMPLES:

- // DIGITAL CUSTOMER INSIGHT
- // SOCIAL SELLING
- // INTERACTIVE SALES TOOLKITS
- // BID SUPPORT SERVICES
- // COMPETITION ANALYSIS

THE RESULTS

GILROY SALES ENABLEMENT

DON'T JUST TAKE OUR WORD FOR IT:

FORTUNE 500 COMPANIES WHO HAVE A STRONG SALES ENABLEMENT PROGRAMME REPORT ADDITIONAL GAINS OF +15%

\$5M PIPELINE

SECURED FOR ONE CUSTOMER THROUGH A SOCIAL SELLING INITIATIVE

WHAT WE HAVE ACHIEVED FOR OUR CLIENTS:

£24M SALES QUALIFIED PIPELINE

LEADING ELECTRONICS COMPANY FOR A PRODUCT LAUNCH

ASSISTED A GLOBAL TELCO IN SECURING £250M TOTAL CONTRACT VALUES

FIND OUT HOW WE CAN HELP YOU GET CLOSER TO CUSTOMERS AND DRIVE REVENUE LEVELS

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SOURCES: IKO SYSTEMS, DKNEWMEDIA, CSO INSIGHTS, DEMANDMETRICS

