



# TECH Connect 2018

#TECHConnectSG



## TECH Connect Top Quotes

*When we think about sales and marketing alignment – or misalignment it is costing companies over \$40 trillion a year. So, when we think about problems worth solving, this has got to be at the top of our list.*

Melissa Murray Bailey,  
Senior Director, Sales Solutions,  
APAC, LinkedIn

*Getting this alignment right is a core priority for everyone in sales right now.*

Matt Tindale, Managing Director,  
Australia & New Zealand, LinkedIn

*Sales Navigator is LinkedIn on steroids.*

Danielle Uskovic – Marketing Director, APAC, LinkedIn

*Siloes will kill us; in a highly connected world where people have to work together, siloes are the things that are going to break a fragile model.*

Melanie Cook, Managing Director, Hyper Island

*This focus on handoffs as a metric of success between sales and marketing is the wrong one. The buyer's journey is better.*

Assaf Tarnopolsky, Director, Marketing Solutions,  
South East Asia, North Asia & Japan, LinkedIn

*Marketing is the new sales.*

Ivan Londono, VP, Digital,  
SME & Channel Marketing APJ, SAP

*Find out how to resist disruption or how to ride it – how to become part of the future rather than being steamrolled over by it.*

Jonathan Briggs – Founder, Hyper Island

## When the Sales and Marketing relationship isn't working

Misalignment between sales and marketing is estimated to cost companies over **\$40 trillion** a year.

**Deal-killer #1:** Sending automated marketing content that doesn't resonate with the audience. e.g an Enterprise Case Study to an SMB owner.

**Deal-killer #2:** Inconsistent messaging from sales and marketing. e.g marketing creating a special offer and not informing the sales team about it.

**Deal-killer #3:** Looking at results in silos and not considering the customer experience.

### SOME DAUNTING STATS:

**41%**

OF ONLINE ADS REACH  
THE WRONG AUDIENCE

**72%**

OF COLD CALLS RESULT IN  
OUTRIGHT REJECTIONS

# 7 things we learnt about alignment from Rianne Van Veldhuizen

*Shweta Verma, Regional Sales Head, Global Clients APAC, LinkedIn sat down with Rianne Van Velhuizen who is the VP for Commercial Segment at IBM for Asia Pacific to hear how IBM approaches Sales and Marketing alignment*



## 1. IBM is one of the pioneers of modern selling.

Shweta Verma, Regional Sales Head at LinkedIn recalled that when she first joined LinkedIn four and a half years ago, IBM was “one of our largest Sales Navigator clients. IBM is one of the earliest pioneers in embracing social selling”.

## 2. IBM can only oversee 80,000 clients by using a tired system

Rianne’s region includes Australia, New Zealand, South Korea, ASEAN and India. IBM has a three-tiered system to segment clients: Top clients have a propensity to buy or their industry relates to IBM solutions. The second tier is called Seed and the third is called White Space.

## 3. IBM’s biggest challenge today is shaking its PC past

She says IBM’s biggest challenge from a sales and marketing perspective is positioning “what we want to be known for.” Many top prospects “don’t know IBM.” They remember that it sold PCs. The company is now engaging on their cloud services and digital transformation abilities.

## 4. IBM has centralized software that they’ve integrated with LinkedIn

IBM works with one digital tool called Cognitive Sales Advisor that acts like a personal assistant to sellers to help steer their discussions with clients.

## 5. IBM uses soft events to align sales and marketing agendas and motivate their teams

The teams hold “blitzes” where they dress up according to themes. The mixed teams of sales, marketing and channel partners create solutions to business challenges or pipeline together.

## 6. IBM actively encourages all staff to blog

IBM provides content to their teams, but blogging isn’t mandatory because whatever they do must be authentic. Employees are encouraged to share their expertise on LinkedIn.

## 7. IBM’s leaders must walk the talk

The leaders at IBM use the same tools and embrace all the same approaches that they ask their teams to adopt.

## The Battle: Marketing vs. Sales

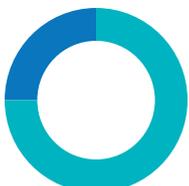
We gathered four industry heavyweights to answer three questions related to the ever-present marketing and sales debate. (Note: the panelists were advocating for one side only, and not expressing their personal views). The audience was polled (via mobile phone) before and after the debate for real-time reactions to the panel discussion.

### ROUND 1:

WHO SHOULD OWN THE BUDGET?



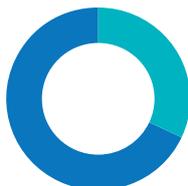
Pre-discussion:  
marketing 80%  
sales 20%



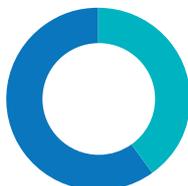
Post-discussion:  
marketing 75%  
sales 25%

### ROUND 2

WHO WOULD YOU HIRE FIRST FOR A NEW BUSINESS – A SALES OR A MARKETING PERSON?



Pre-discussion:  
marketing 32%  
sales 68%



Post-discussion:  
marketing 40%  
sales 60%

### ROUND 3:

WHO SHOULD OWN THE AFTER SALES EXPERIENCE AFTER THE CONTRACTS ARE SIGNED?



Pre-discussion:  
marketing 17%  
sales 83%



Post-discussion:  
marketing 49%  
sales 51%

Our marketing pannelists influenced the audience for all three polls. The greatest change in audience opinion showed that both teams felt they needed each other’s support for the after sales experience. In fact, all members of the panel stressed the importance of a partnership.