



Event Summary

Aligning Strategy and your People on your Go-To-Market (GTM) Path

Overview

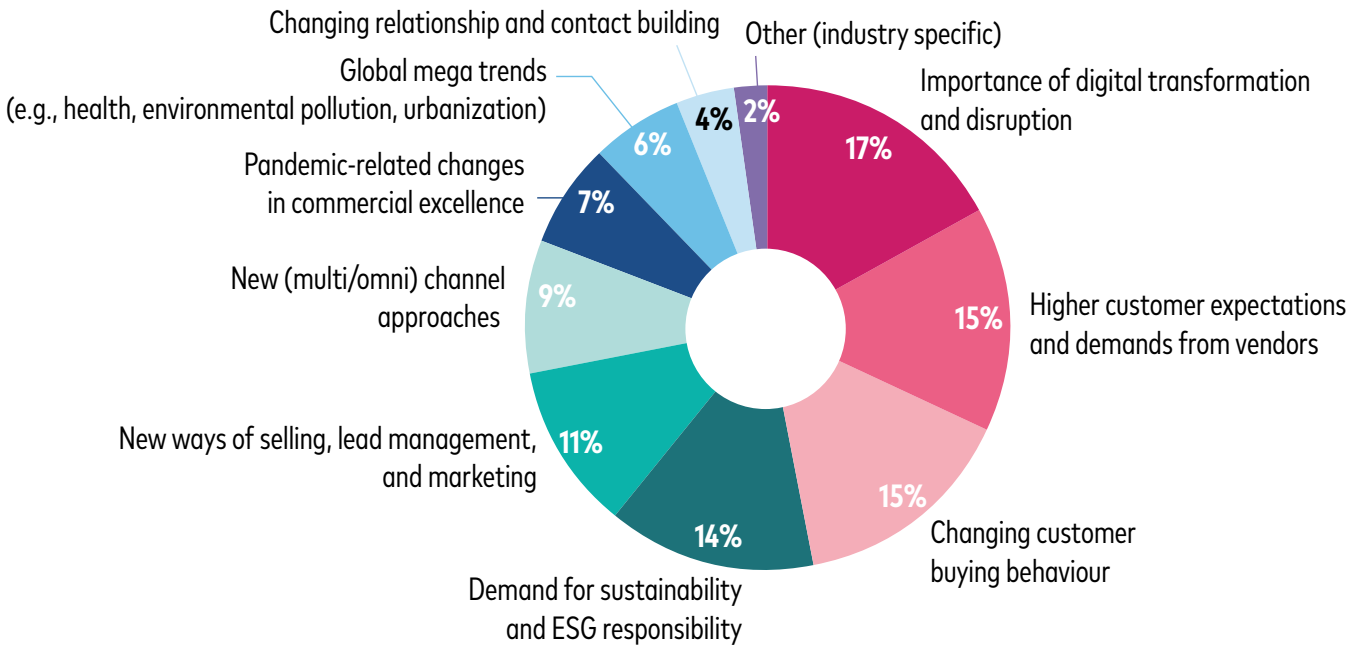
The last two years have brought about **significant change**, but leaders are focusing on what lies ahead. They need to work as one integrated team and think **"digital-first"** to help customers meet the challenges and seize the opportunities in the marketplace.

Sales and marketing activities are becoming more and more **integrated**. For example, within sales, **new ways of selling** are emerging – beyond virtual and hybrid. **CRM** is considered a critical enabler of digital transformation and data analytics. The **requirements for sellers are changing**, and key account management is becoming a top priority.





In marketing, **digital transformation** drives the increased need for evidence-based digital analytics and marketing automation. The increasing relevance of **customer-specific** multi and omnichannel approaches continues to be an enabler for success along with the rise of **digital marketing**.

10 Sales and Marketing Trends

our client organizations observe with their customers



Top 4 Sales and Marketing Goals

- 1**
Implement new ways of selling & sales channels

- 2**
Develop deep customer understanding

- 3**
Grow the business and focus on key accounts

- 4**
Develop talent and build capabilities


These goals for sales and marketing organizations impact the way we define and measure success.

Customer-specific KPIs (e.g., cost per acquisition, conversion rates, customer awareness, or measurement approaches for cross- and upselling) appear more critical.

Two type of success metrics relevant across the board: measures for sustainability and people or talent related KPIs.

DEI (Diversity, Equality & Inclusion) in many sales forces and marketing organizations are seen as a key driver for the future.

Related links:

[Go to Market – BTS Services](#)

[Insights Sales & Marketing Study 2021](#)