Welcome

Webinar: Effective Sales & Marketing Collaboration

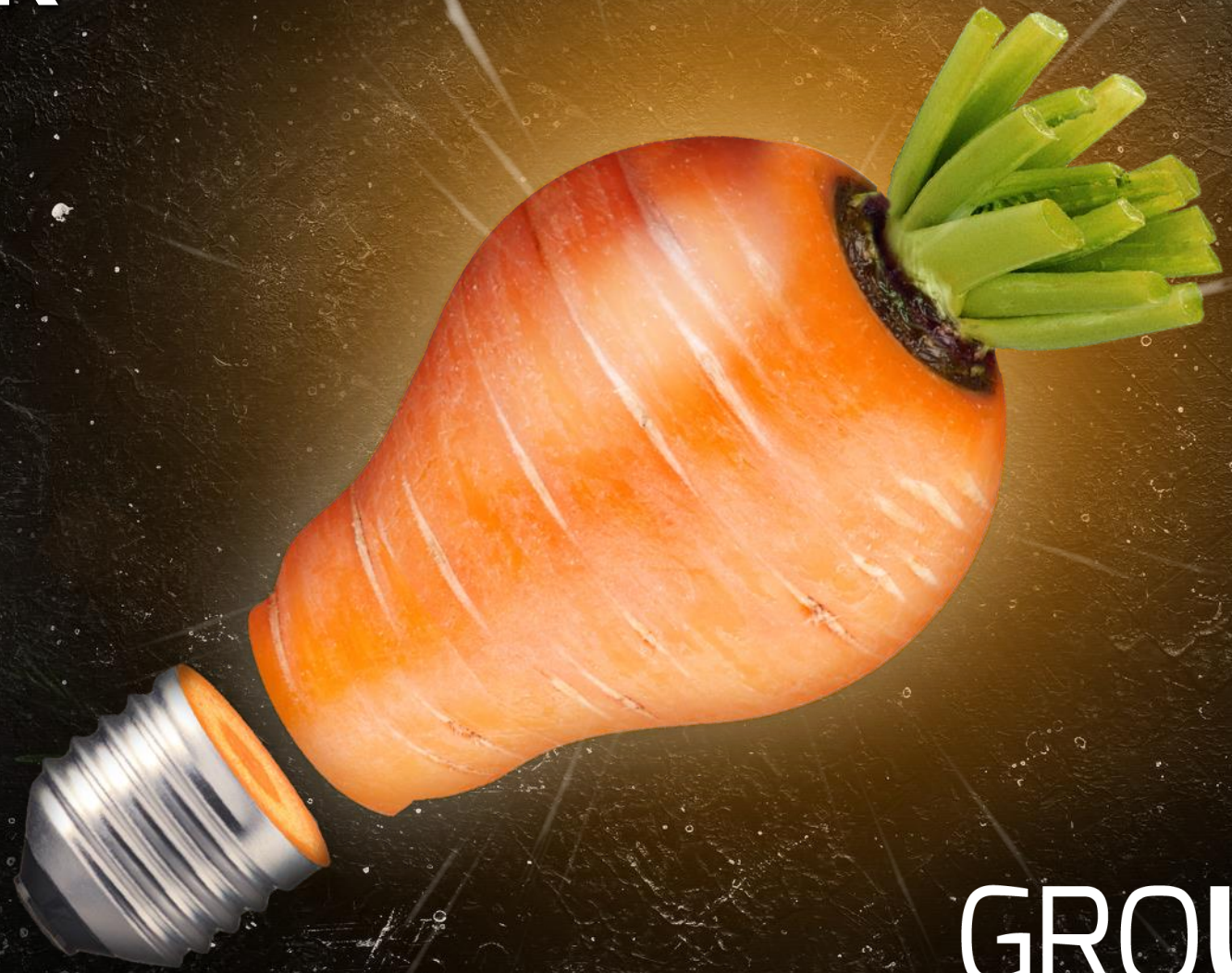
GROUP 7
AGENCY FOR FOOD-COMMERCE

This webinar will be recorded:

- Mute your mic
- Switch off your camera

SMART WORK PAYS BEST!

Digital, data driven marketing & sales for Food B2B



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OUR INGREDIENTS

Agenda

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1 ABOUT GROUP7

- Who are we?
- Our expertise
- Our customers

2 OUR VISION ON B2B MARKETING

- Our vision
- The buying process in B2B

3 SILO'S BETWEEN SALES & MARKETING

- Challenges
- How to improve
- What to change

ABOUT

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AGENCY FOR FOOD-COMMERCE

WHO ARE WE?

GROUP7

Martin van Dam
Owner

Specialist in digital organization, crm, marketing & e-commerce

Carolien Plevier
Owner

Specialist in digital architecture, trade marketing & sales

Maaike van den Hurk
Marketing Consultant

Astrid Verbist
Consultant

Eveline Saris
Insight Consultant

Wendy van der Velden
Community Manager & Consultant

Kevin Vollebregt
Marketing Consultant

Lai-Wah Chong
Copywriter & Agency Marketeer

Susana Serna
Digital Marketing Consultant

Thura Rutten
Digital Consultant

Patrick Verhoeven
E-commerce Consultant

Midas Kors
Digital Consultant

OUR EXPERTISE

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Over 10 years of customer-oriented route-to-market solutions with digital marketing & e-commerce

Focus on **B2B food**: Industry, Agrofood, Foodservice & Specialty stores

Cooperation with our customers according the method
Insight > Direction > Action

Personal, practical and result-oriented approach: **step by step for a long-term success**

13.000

Research with our own panel of more than 13.000 panel members: **GROUP7 Professional Community**

Located in the Netherlands and Belgium, with an impact throughout **Europe**

PROUD OF OUR CUSTOMERS

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INGREDIENTS & AGROFOOD

- the Greenery
- Kraaijeveld – Tailor-made Fresh Produce
- Dawn
- vanRijsingen ingredients – vegetables explored
- Griffith Foods

MANUFACTURERS OF PREMIUM BRANDS

- Bonduelle
- La Lorraine Bakery Group
- GoodLife Foods
- McCain
- Salomon FoodWorld – Impulses. Success. Emotions.
- Lantmännen
- FrieslandCampina – nourishing by nature
- Paulig – For a life full of flavour.

WHOLESALERS

- BEKO
- Sligro – Sligro Food Group
- bakeplus
- Solucious – a taste for solutions
- Colruyt Group
- Hanos

THE BUYING PROCESS

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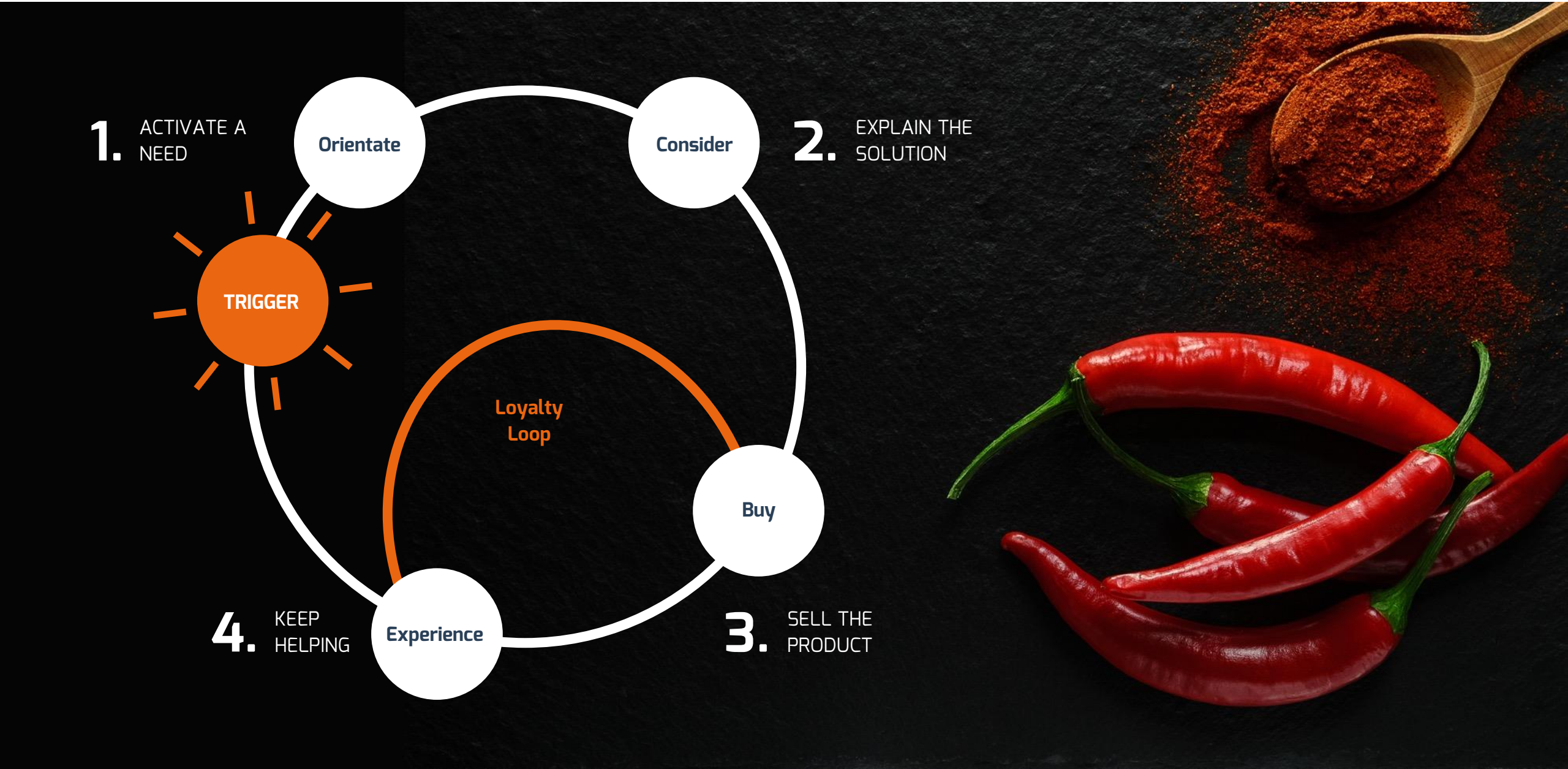


The silo's between sales & marketing: a joint challenge

1. Sales and marketing disagree on customer needs

- The basis voor NPD and the campaign

2. Marketing runs a social media campaign for a new product

- Which is not yet distributed via a wholesaler

3. Leads coming out of marketing campaign that are not accepted by sales

What makes sales & marketing collaboration difficult?

slido

What makes sales & marketing collaboration difficult?

ⓘ Start presenting to display the poll results on this slide.

Active poll

8

What makes sales & marketing collaboration difficult?

Revealing the Impact

1. Cost

2. Customer Experience

3. Morale

Sales and Marketing friction may kill your succes

What to change in the Organisation

Leadership alignment

- Unified leadership vision
- Regular alignment between leaders

Cross-functional Teams

- Integrated teams from sales and marketing
- Regular joint meetings and planning

Cultural alignment

- Joint training programs
- Teambuilding activities

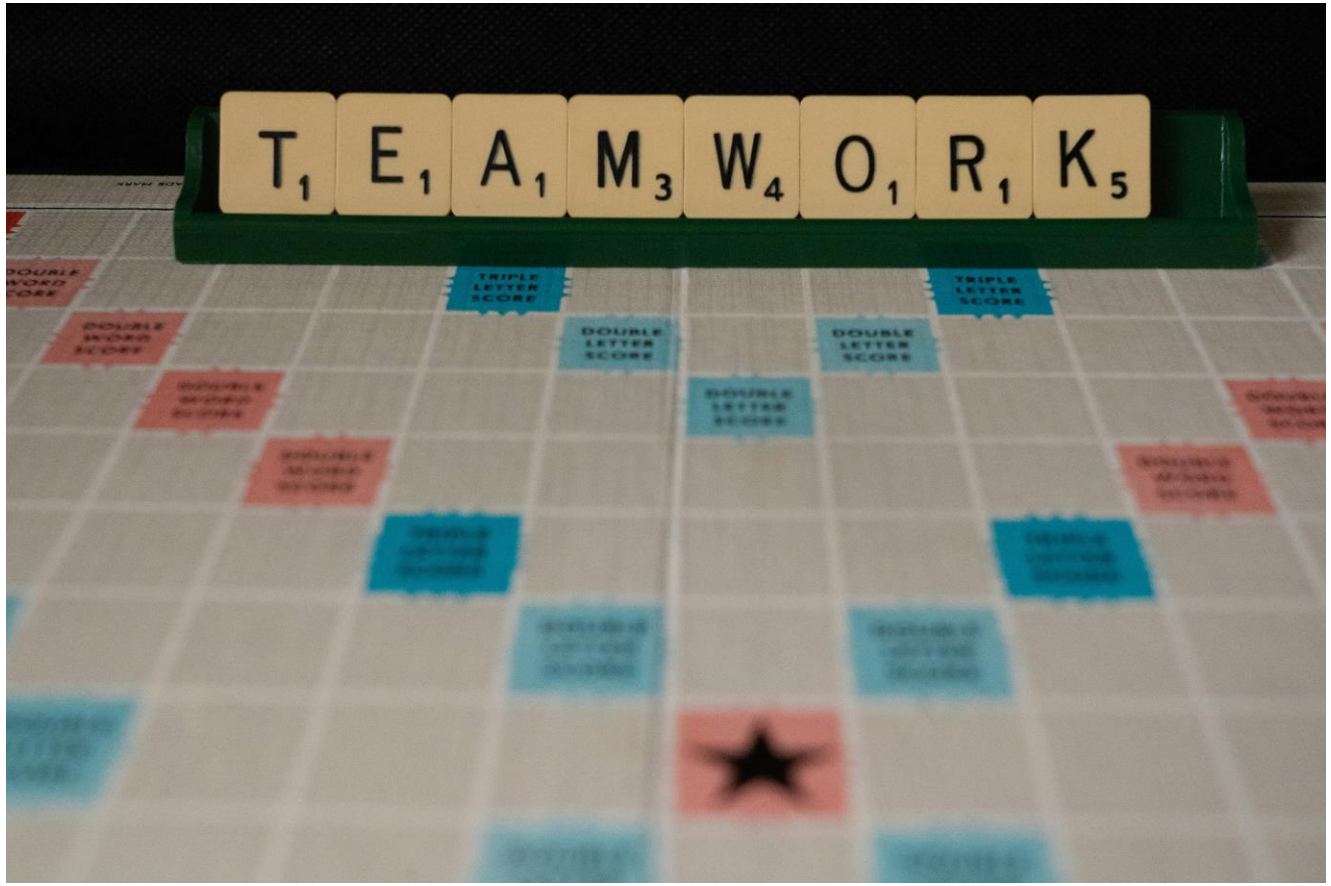
How to improve Execution

Align Goals and Metrics

- Create unified KPI's
- Bonus structures that rewards shared goals
- Recognition programs for joint achievement

Clear roles and responsibilities

- Understanding who is responsible for what



What to change in Architecture?

Integrated Technology

- Integrated CRM and Marketing Automation systems

Data sharing

- Seamless flow of information between sales and marketing

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A program, as an example

	Digital Execution	Digital Architecture	Digital Organisation
> 18m	Win a B2B Marketing Award	Use Data Science for RFM-modelling and Next Best Offer	Digital Center of Excellence
< 18m	Enhance personalization/ dynamic content	Joint Commercial Scorecard	Training & Coaching
< 12m	Add innovative touchoints Engage selected wholesaler	Unified Data	CRM Adoption program
< 9m	Introduce lead nurturing campaigns Optimize lead generation	Connect Sales-Marketing CRM	Aligned Goals, Metrics & Incentives
< 6m	Launch lead generation campaign Insights - Persona - Customer Journey	Select Sales CRM or Marketing Automation	Cross-functional Team Leadership Alignment

...to be designed to your needs

WE WOULD LOVE TO HELP YOU REACH YOUR GOALS!

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