



# Driving Innovation Through Cross-Functional Collaboration

August 18<sup>th</sup>, 2025 - Webinar for Next-Gen Leaders in Foundries

## Agenda:

1. Start with why...
2. Today's best practices for marketing & sales
3. Why breaking down silos among sales, marketing, and management is critical

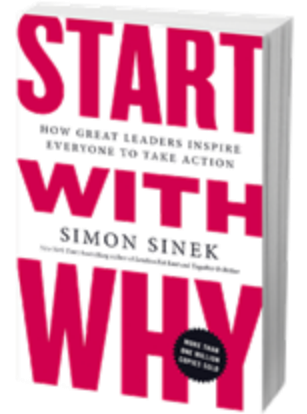


# 1 - Start with why



*Simon Sinek*

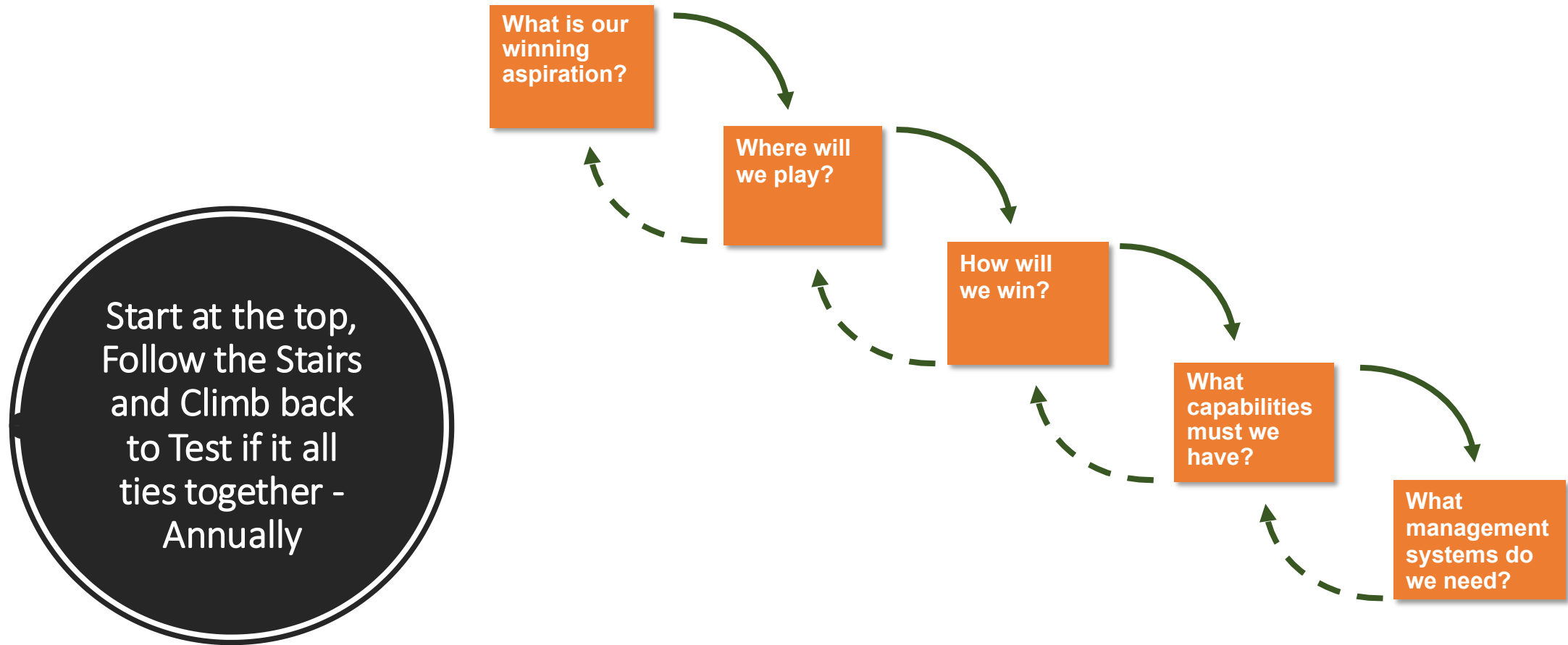
*“People don’t buy  
what you do, they buy  
why you do it.”*



## The ideal business model (aka from MBA text books...)



## Let's start with why: We all have a strategy, right?



## Let's test our strategies? 10 Questions...

1. Will your strategy beat the market?
2. Does your strategy tap a true source of advantage?
3. Is your strategy granular on where to compete?
4. Does your strategy put you ahead of the trends?
5. Does your strategy rest on privileged insights?
6. Does your strategy embrace uncertainty?
7. Does your strategy balance commitment and flexibility?
8. Is there conviction to act on your strategy?
9. Have you translated your strategy into an action plan?
- 10. Do have a budget for it? (Marketing, Sales, NPD...)**



## 2.1 - Marketing best practices (Manufacturing)

1%-3% of revenues should go to Marketing (people, ads, tools, services...)

# Marketing quiz: where do leads come from? The power of thirds...

## 1/3 = Organic SEO

- Be found, be visible, be relevant.
- Be on first page.
- Be the industry thought leader.
- Be local.



## 1/3 = Inbound Marketing

- Reach “thought leadership” level.
- Educate and drive prospects “in”.
- Use Blogs, Videos, Webinars...
- *Content is still king...*

## 1/3 = Outbound Marketing

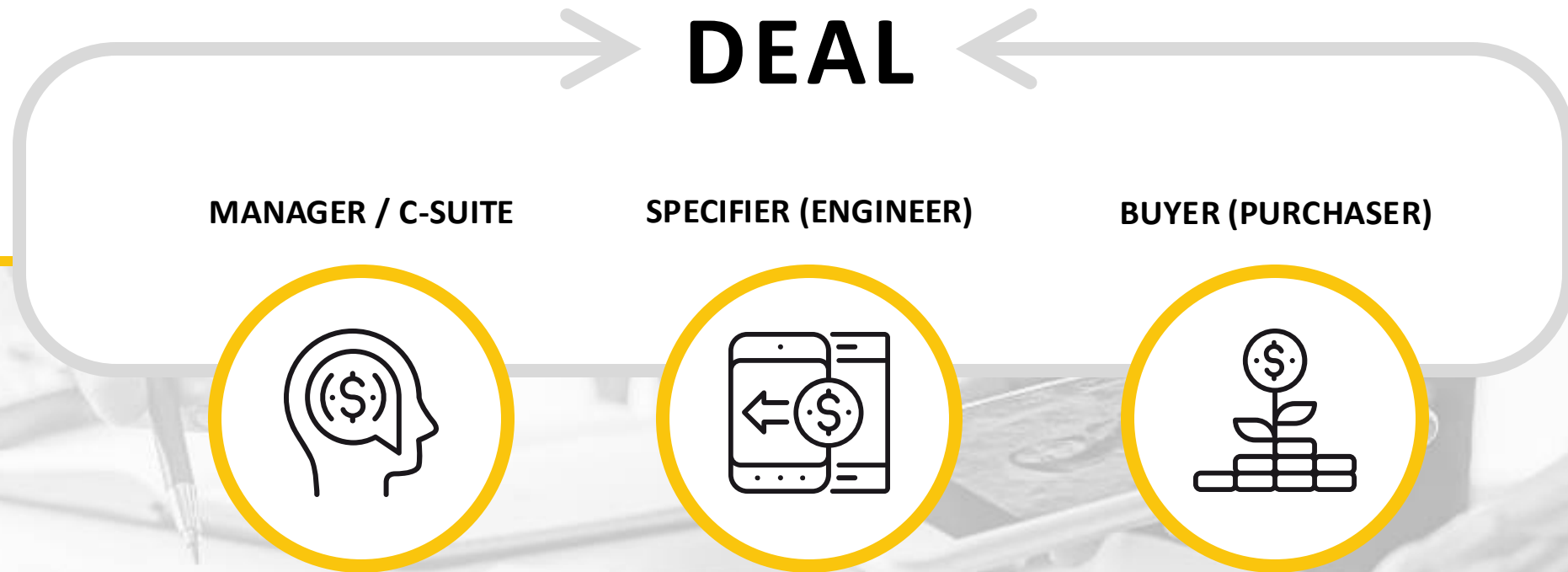
- Advertise when and where it matters.
- “Participate to win” in select trade shows and events.
- “Acquire” leads through connections (LinkedIn, ABM...)



## The influence chain in B2B is challenging

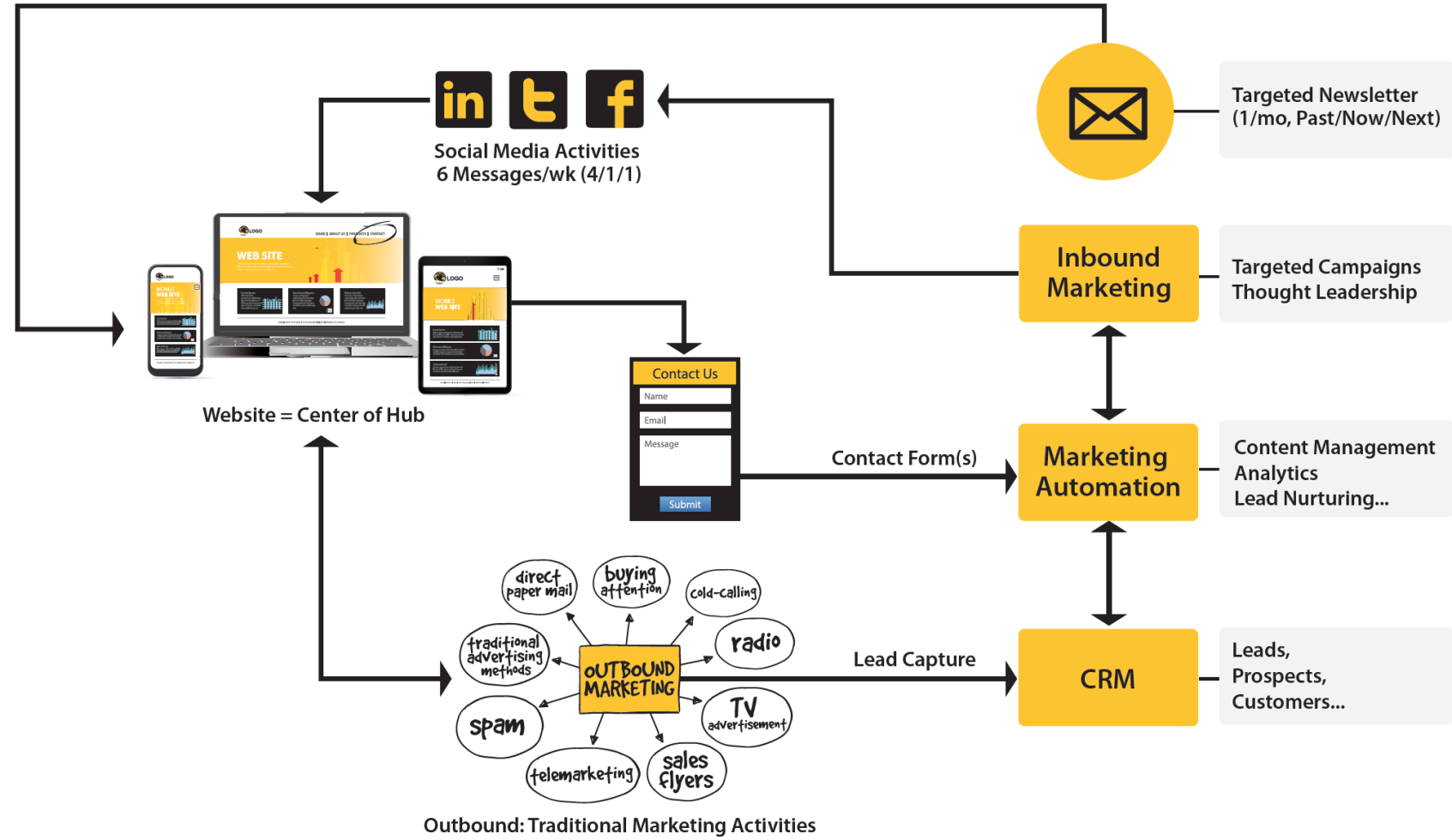
The Key is to be Able to **Articulate** a SMART Value Proposition to all 3 at the Same Time

The Aim is to **Communicate** Simultaneously to all 3 at the Same Time

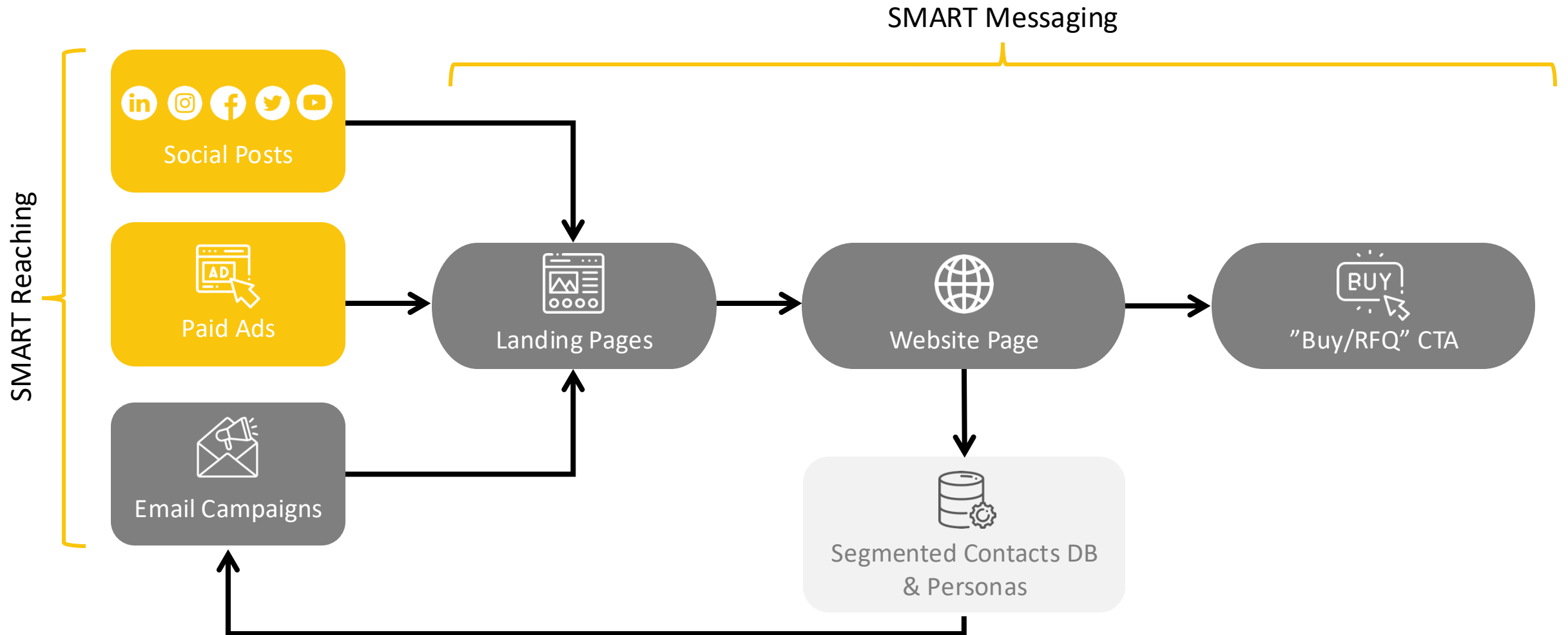


The ideal process to reach prospects is centered around marketing automation

Multi-touchpoint is KEY



# SMART engagement delivers higher ROI



## 2.2 - Sales best practices (Manufacturing)

4%-8% of revenues should go to Sales (people, travel, CRM...)

# Assess your sales process. There are hundreds of these...



*Courtesy of velocityPACE™*

## **PLOT**

- Build Your Territory Plan, Prospecting Strategies and Develop an Effective Pipeline to Fuel Your Sales

## **ACT**

- Accelerate the Engagement and Conversation With Your Clients, Prospects and New Markets in a Differentiated Way

## **CONNECT**

- Position Yourself With Competitive, Compelling and Clear Value Propositions & Proposals That Position You to Win Opportunities

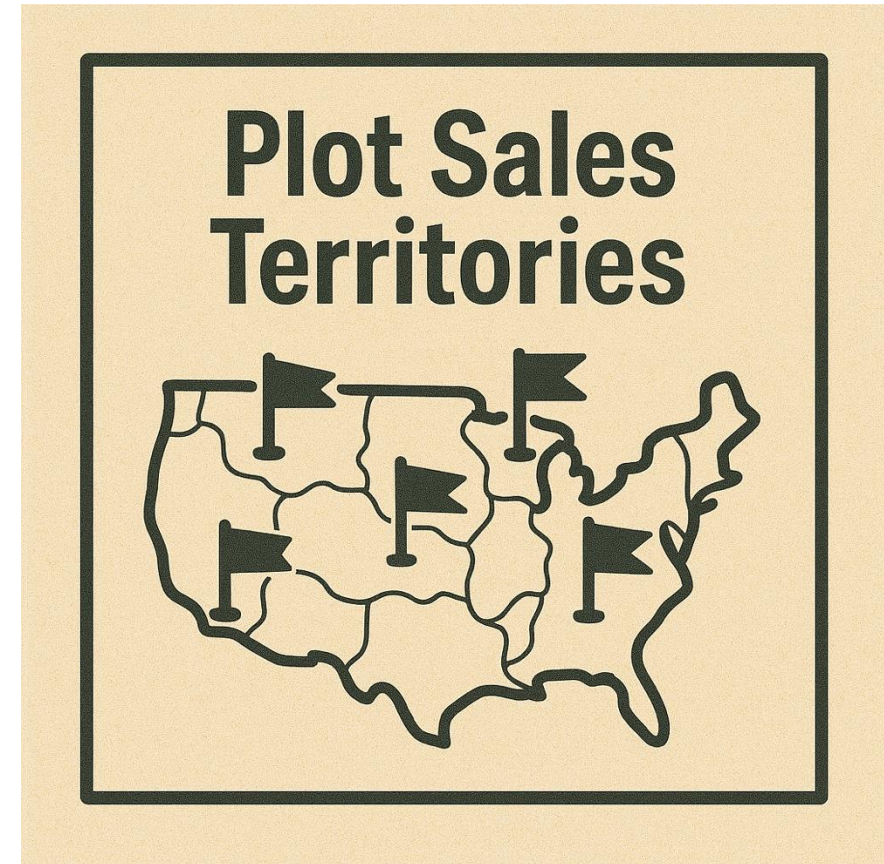
## **EARN**

- Win New Business, Negotiate Effectively and Earn Your Way to Hitting Your Numbers

## velocityPACE™ - **PLOT**

### The value of planning

- Territory strategy
- Territory gap assessment
- Territory goals
- Suspect development

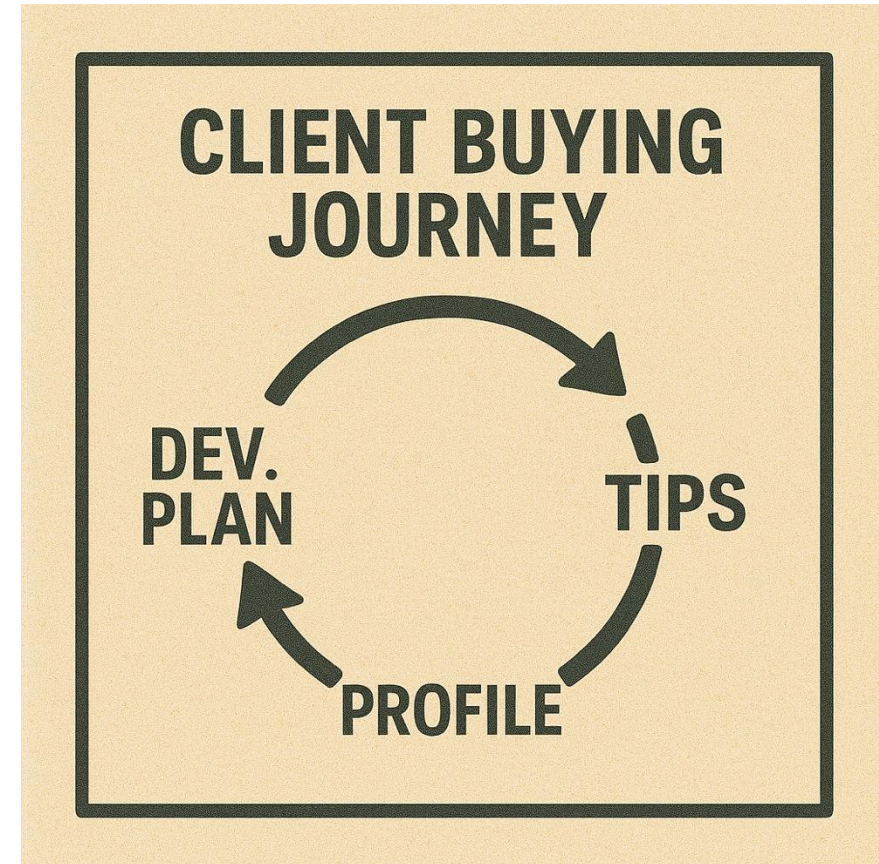




## velocityPACE™ - **ACT**

### Defining your opportunity

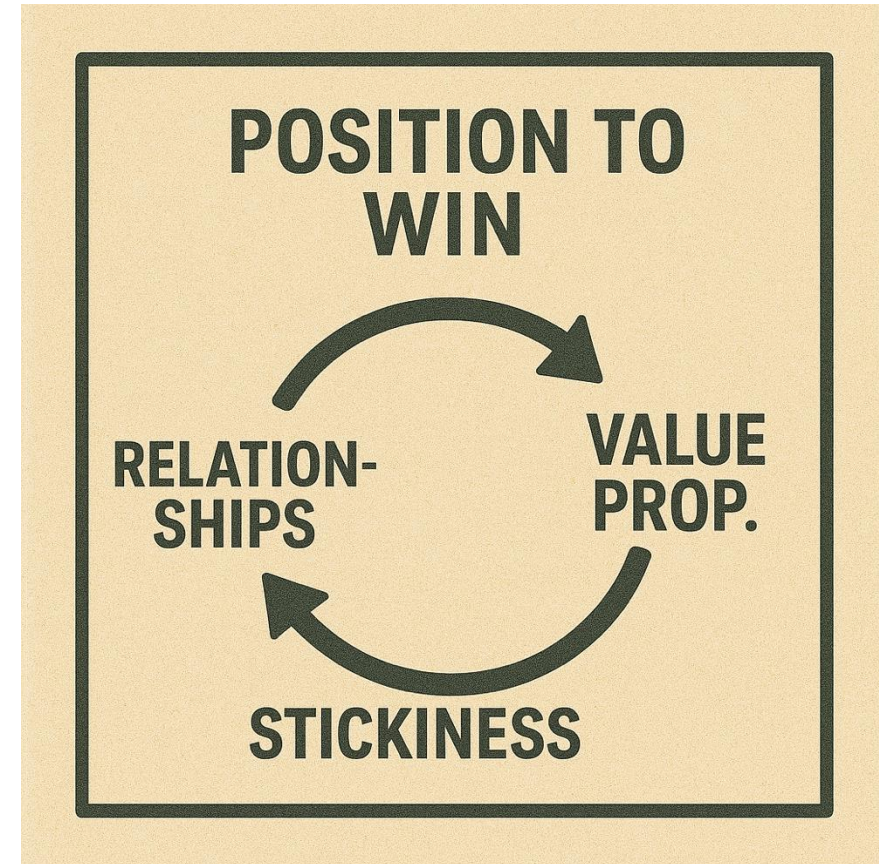
- Client buying cycle
- TIPS discovery framework
- Account profile tool
- Relationship development



## velocityPACE™ - **CONNECT**

### Position to Win

- Competitive, Personal, Compelling Clear Value Propositions and Proposals
- Building Client Intimacy
- Building Relationships





## velocityPACE™ - **EARN**

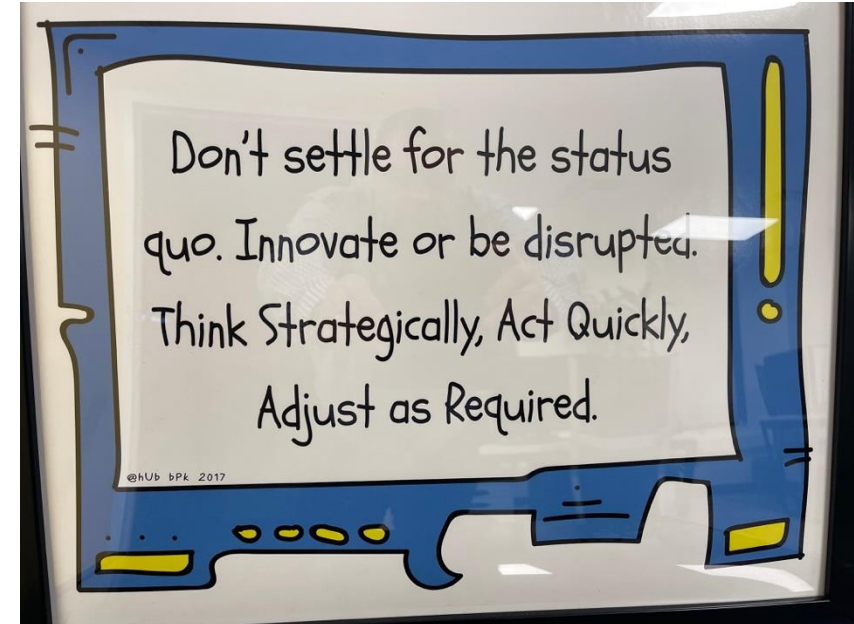
### Hit the Numbers

- Win New Business
- Negotiate Effectively
- Earn Your Way to Hitting Your Numbers

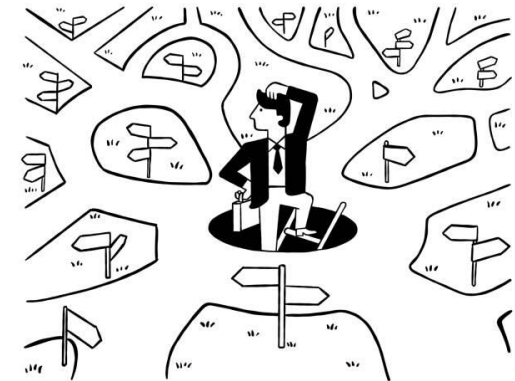
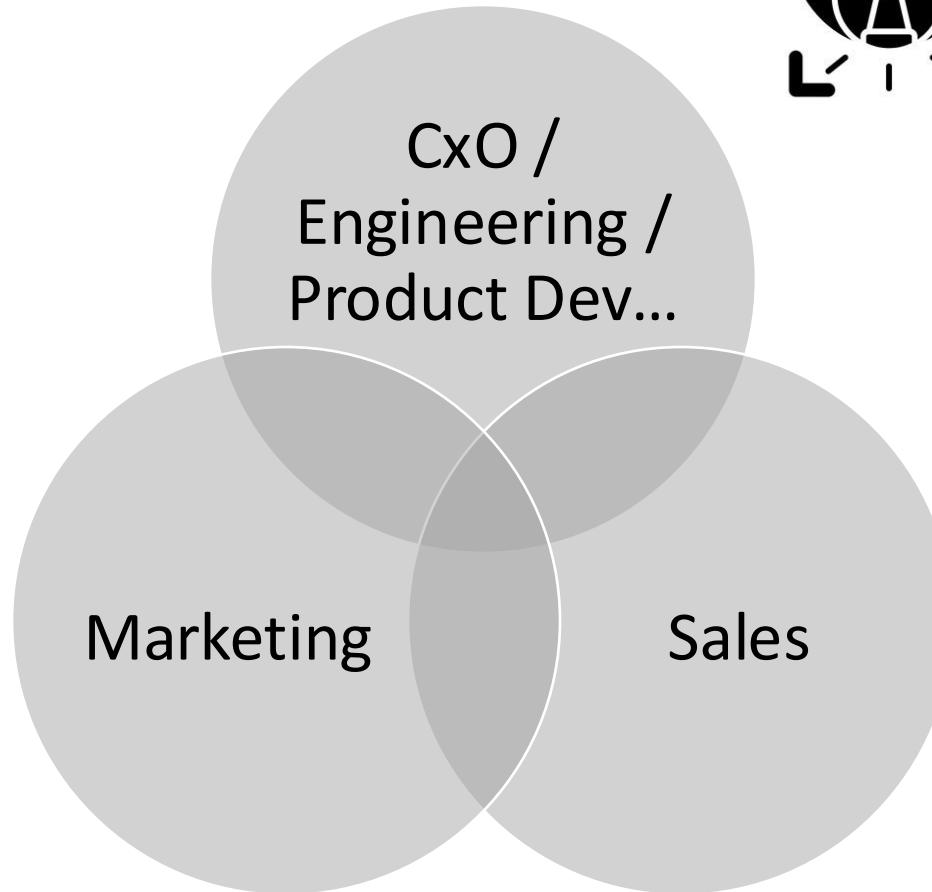


### 3 - Breaking down silos...

Done right, breaking silos between top executives, marketing, and sales teams is enabling success. I've seen anywhere between <0% (rare) and way more than 100% of KPIs achievement. It all depends on how committed we are, with some time, a bit of foresight and agility to shift course fast...

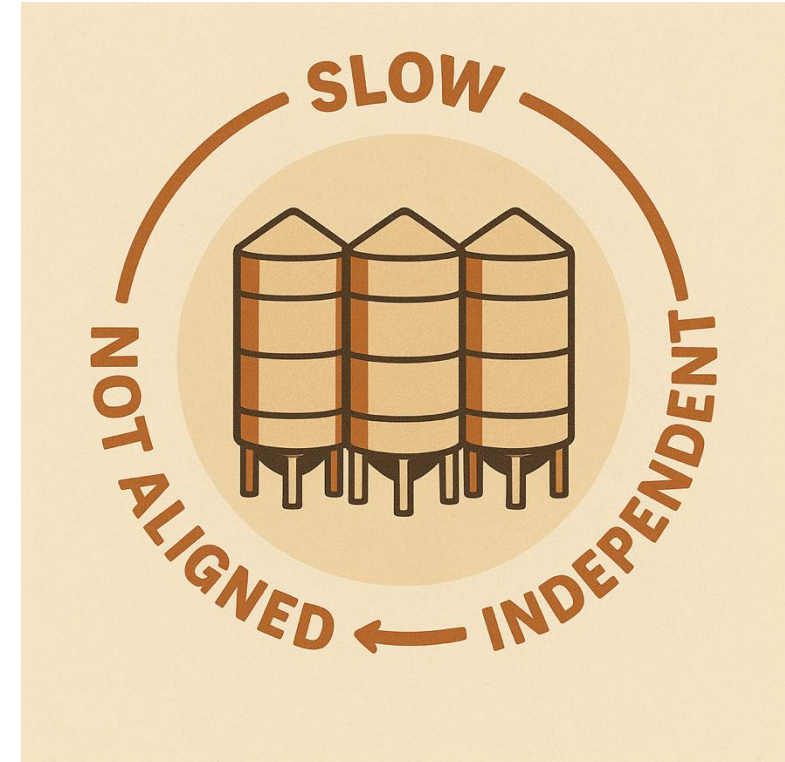


## The reality (from my experience...)

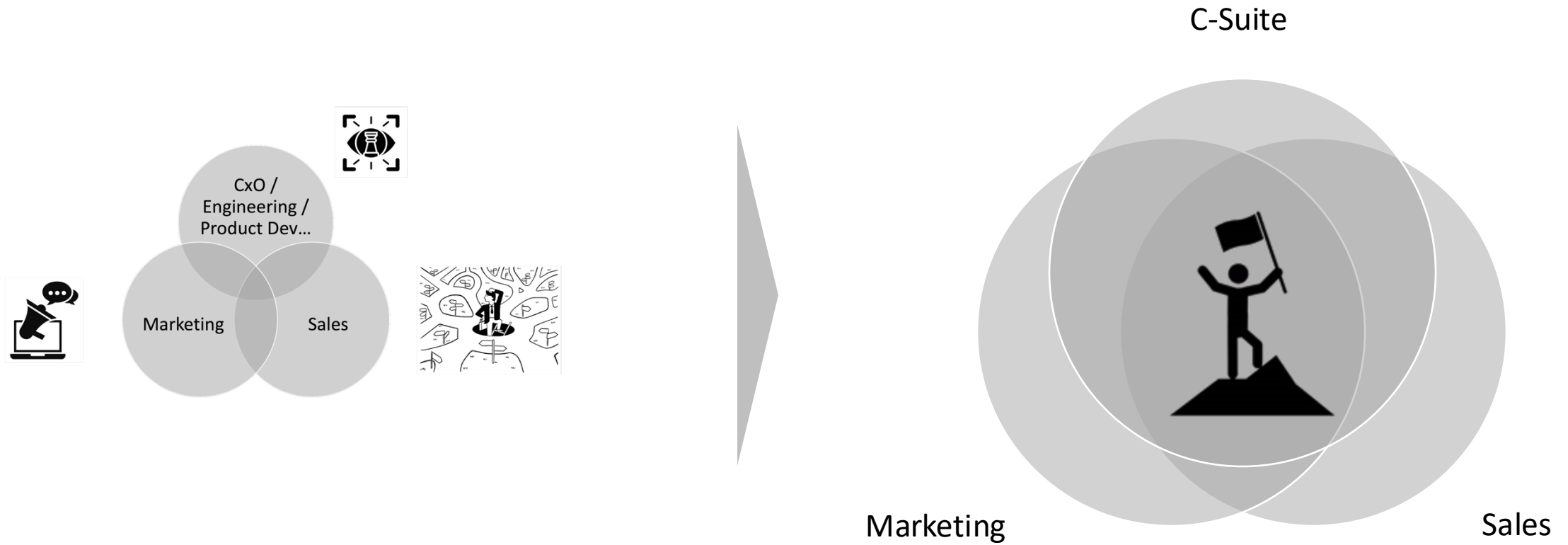


## The challenge: siloed teams

- Sales, marketing, and operations often work independently
- Silos slow decision-making and limit growth
- Misaligned goals reduce efficiency and customer satisfaction



# The opportunity





## Strategies for Alignment

- Tactics to synchronize goals and improve communication across teams:
  - Establish shared goals across departments
  - Create regular check-ins
  - Use technology to enable visibility
  - Encourage a culture of collaboration
- Benefits:
  - Accelerated innovation and problem-solving
  - Improved productivity and resource use
  - Stronger customer relationships and satisfaction
  - Sustainable business growth











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