

# From Hate to Love in 60 Days

A sales and marketing alignment story

**Shahid Javed**


Director Enterprise Marketing  
Hughes Network Systems

# The SMevolution



# The SMevolution

74%


of B2B buyers  
conduct more than  
half of their research  
online before talking  
to sales 

75%

of B2B buyers  
now use social  
media to reach  
vendors 

20%

of sales people are  
seen as valuable by  
buyers and

74% of buyers  
choose to work with  
sales reps who add  
value in the  
prospect's view. 

# HUGHES – Sales and Marketing Alignment

From Hate to Love in 60 Days

# HUGHES – Powering a **Connected** Enterprise

An EchoStar Company

**\$1.8B**  
Revenues

**1500+**  
Employees

**300+**  
Patents

Manage  
**24**  
Satellites

**1.3M**  
Consumer  
users in NA

The Alignment Story  
**Once upon a time.....**

# Relationship

Sales is From Mars,  
Marketing is From Venus



**B2B** MARKETING  
EXCHANGE

I love ya but...  
I can't stand ya



# Bluriness

**B2B** MARKETING  
EXCHANGE





# Challenges

Yup... it was a bit messy





## Phase I

20-25 days



## Phase II

25-30 days



## Phase III

7-10 days



# From Hate to Love

Business  
GOALS

Functional  
DELIVER  
ABLES

EBITDA

Revenue/Orders

Rev

Op

2017

2018

2019

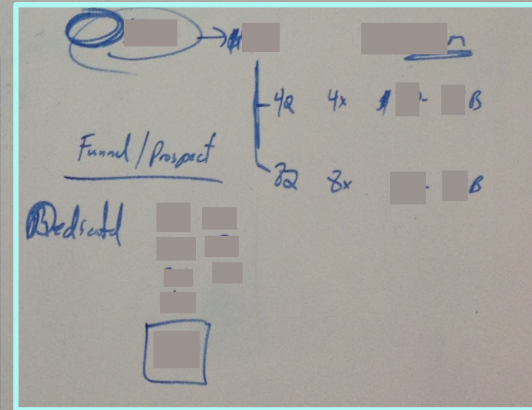
2020

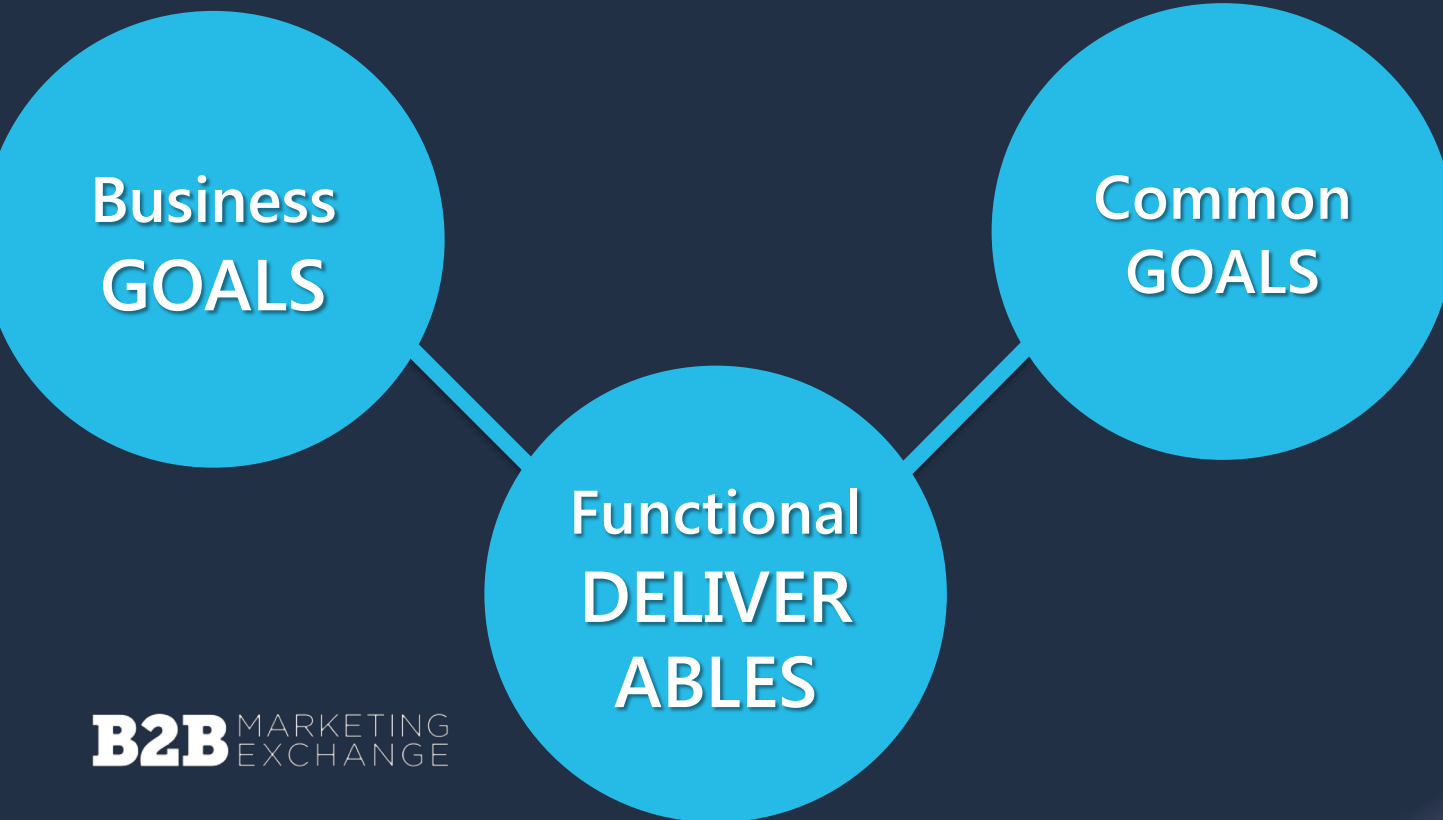
2021

2022

→ Red Churn Operations

- New logos
- Message
- Outreach
  - Analyst / Peer Reviews
- Awareness Validation
- Lead management





# Finding the Sweet Spot



\* Sample of items used for demonstration only

# From Hate to Love

Business  
GOALS

Common  
GOALS

Functional  
DELIVER  
ABLES

Creating  
PLAN

# 60 Day Fix & 360 Day Fix

**B2B** MARKETING  
EXCHANGE



# Planning Exercise

Roles &  
Objectives

Priorities

Strategies

Plans &  
Actions

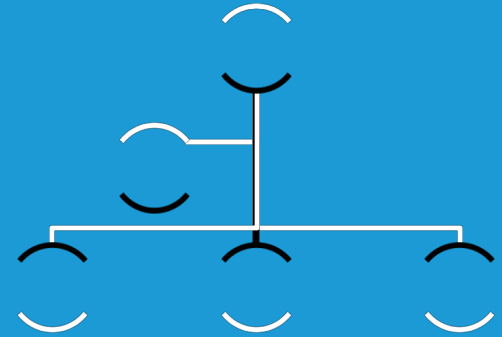
# From Hate to Love

Getting  
BUY-IN

Re-define  
ROLES



# Setting it up for Alignment



**MQL - SQL**



# From Hate to Love

Getting  
BUY-IN

Timelines  
& GOALS

Re-define  
ROLES

Lining-up  
TACTICS

# From Hate to Love

## Clean-up & Fix-up

Events Opportunities  
**SM**alignment  
Roles  
Workshops SQL  
Processes  
Campaigns  
MQL  
Reporting  
Leads  
Tradeshows

**B2B** MARKETING  
EXCHANGE



# Tools & Tactics

Training  
Tuesdays  
Social Snackables  
Style Guide  
Dropbox  
Templates  
Branding  
Marketing Show  
WebEx Chat



# Tools & Tacticts

**B2B** MARKETING  
EXCHANGE



**Linked in ads**

# B2B MARKETING EXCHANGE



Managed SD-WAN

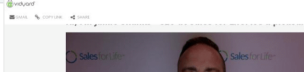
**78%**

of retailers say improving customer experience is the top goal for their store networks.

**Is your WAN ready?**

**WANform** your enterprise with the leader in Distributed SD-WAN

Contains 3 assets below



The screenshot shows a video player interface. At the top, it says "Contains 3 assets below". Below this, there is a video player with a play button in the center. The video shows a man in a suit speaking at a podium with a SalesForce logo in the background. The video player has a progress bar at the bottom.

You're still using only MPLS?  
 The transformation you're planning,  
 with the WANsformation you need.

WANsform your enterprise  
 with the leader in Distributed SD-WAN

Retail starts with  
 the right connection

Managed Services | SD-WAN | Training | Consulting

# Learn From Your Unhappy Customers

Bill Gates

True sales and marketing alignment  
is not about supporting sales – it's  
about supporting a common objective

Matt Heinz

Love has  
its benefits

Web Engagements Up **120%**

Win Rates Up **22%**

Email Engagements Up **118%**

Trade Show Engagements Up **108%**

Social Engagements Up **62%**



# Finding Nirvana

**B2B** MARKETING  
EXCHANGE



# Finding Nirvana

**B2B** MARKETING  
EXCHANGE

## 5 Tenets to SMalignment

1. Do not work in Silos
2. Develop relationships
3. Update & communicate
4. Have an SLA
5. Be transparent

..... and they lived happily ever after

The End

  @shahidj  
shahidjaved