

Marketing & Sales SLA PLAN



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Thank you for downloading the Marketing & Sales SLA Plan. This file is a part of the [RevOps Toolkit](#) – *an exclusive collection of templates & guides to help business owners and managers implement revenue operations.*

RevOps managers use Service Level Agreements (SLAs) to easily create a frictionless alignment between the marketing & sales teams in a company.

This approach works very well as exact targets and KPIs are defined which makes it easy to track progress, keep accountability across the board, and agree both the marketing & sales teams to work together on bigger goals.

How to use this plan?

The SLA plan is divided into five (5) C's:

1. Contact Person Details
2. Common Goals
3. Core Targets
4. Criteria for Accountability
5. Comments

1. Contact Person Details:

From each department, a contact person must be designated who will be responsible for daily communication and cross-functional collaboration.

2. Common Goals:

Stakeholders from both departments must hold a combined meeting every month to agree upon common goals. At least 3 goals should be defined.

3. Core Targets:

Once the common goals are identified, core targets for both marketing and sales teams must be agreed upon. These are usually quantifiable metrics.

4. Criteria for Accountability:

This is what helps to keep both teams aligned and track where one of the teams doesn't perform as per the agreed SLA. You need to be specific here.

5. Comments:

Mention any comments about the SLAs agreed during the meeting.

Service Level Agreements between Marketing & Sales

<p>Marketing</p> <p>CONTACT PERSON DETAILS</p> <p>Name:</p> <p>Position:</p>	<p>Sales</p> <p>CONTACT PERSON DETAILS</p> <p>Name:</p> <p>Position:</p>
COMMON GOALS	
<p>Example: <i>Increase Monthly Recurring Revenue (MRR) from \$400,000 to \$520,000 by the end of Q3</i></p> <p>Goal 1:</p> <p>Goal 2:</p> <p>Goal 3:</p>	
CORE TARGETS	
<p>Example: <i>Generate 2,000 inbound MQLs per month</i></p> <p>Target 1:</p> <p>Target 2:</p> <p>Target 3:</p>	<p>Example: <i>20% lead to opportunity conversion rate</i></p> <p>Target 1:</p> <p>Target 2:</p> <p>Target 3:</p>
CRITERIA FOR ACCOUNTABILITY	
<p>Example: <i>Keep avg cost per lead (CPL) under \$10</i></p> <p>Criteria 1:</p> <p>Criteria 2:</p> <p>Criteria 3:</p>	<p>Example: <i>Maintain an average deal size of \$1300</i></p> <p>Criteria 1:</p> <p>Criteria 2:</p> <p>Criteria 3:</p>
COMMENTS	
<p>Example: <i>A dedicated Microsoft Teams channel 'Sales x Marketing' will be created for quick chats.</i></p> <hr/> <hr/> <hr/>	