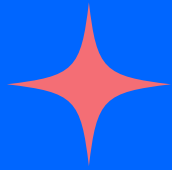
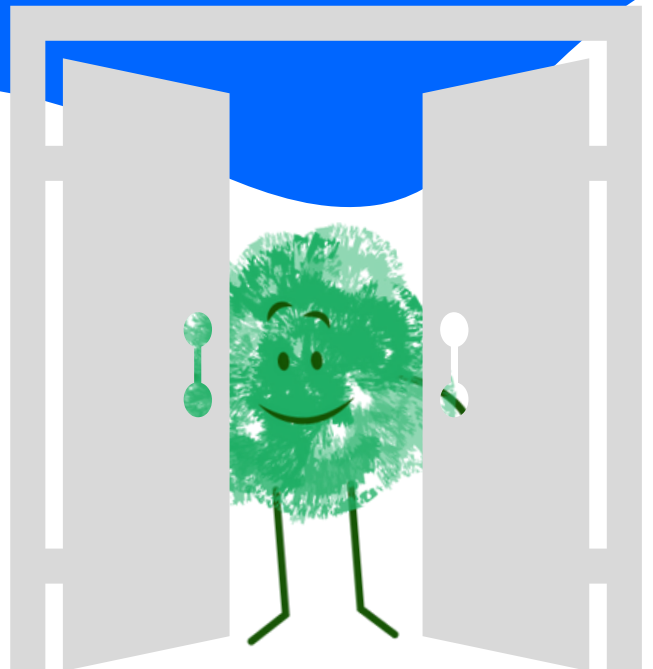


10 Vital Lessons from 80 Top SAAS CMO's:



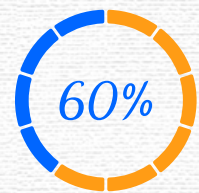
Credit and special thanks to: Jaleh Rezaei at the Saastr Conference



1. You share a Cost of Acquisition wallet with sales

Everyone has an efficiency mandate. But it's not just marketing; sales is 60% of CAC.

Partner with CRO to optimize the funnel.



Latané Conant: 'You've a joint checking account with sales. Don't write big checks without talking to each other.'

2. Measure PMM on sales velocity

Meagen Eisenberg: the measure of a great PMM team is not just launches; it's sales productivity.

- Does sales have the right messaging or competitor knowledge?
- What are the sticking points in closing deals?
- Was the lead handoff effective?



3. Find the red

It's no longer sufficient to only drive demand. The best companies are hyper-focused on full funnel conversion.

Latané refreshes her dashboard 17 times a day to find underperforming conversion points and eliminates them.

4. Prioritize your ICP's experience

Most Tier-1 CMO at SaaS target their ICP and personalize to drive efficiency (with 6sense or Clearbit)

This was not the case even 2 years ago.

TripActions saw 2x conversion on paid ads with website personalization.

5. Reevaluate your pricing and packaging

Install base marketing plus P&P changes is a big revenue lever during downturns.

Whit (Whitney) Bouck shared: "Look at new ways to package your functionality to introduce new entry points and create better upsell / cross sell."

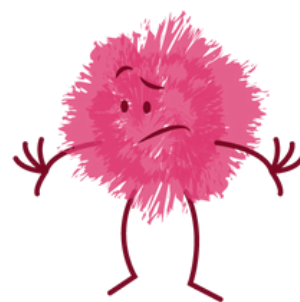
6. Walk a few miles in the CFO's shoes



The CFO is worried about running out of cash, when to raise, etc.

Understand your company's financial goals and be part of the solution.

Come to the table with how to's: Driving efficiency, knowing the ARR impact of cutting each of your programs.






7. Talk about revenue, not leads

Chandar Pattabhiram said it best: "When talking about marketing performance with finance, never use the word leads. Leads are inside the engine room of marketing."

So what can you talk about with CFOs? He recommended "late stage pipeline".

8. Allocate budget quarterly vs. annually



Evaluate programs quarterly to ensure rigor.

Ask:

- What was the business objective?
- What did we spend, & given the outcome, did we get 10X ROI?

There's always an area that didn't work - you can cut and reallocate to other programs.

9. Shift your ICP

Some segments hit harder than others.

For instance, enterprise is a safer bet than startups or mid-market. Certain verticals are growing instead of shrinking.

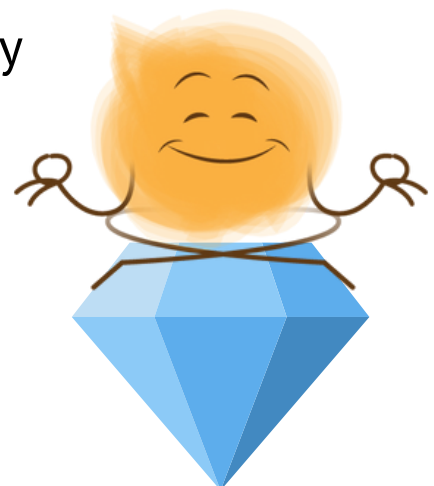
Consider shifting or adding new personas to maintain win rates.

10. Focus on execution

The downturn is hitting everyone. Companies that ultimately win, out-execute competitors.

You can control how well YOU execute:

- Be on top of your numbers
- Run fewer plays more aggressively
- Focus on conversion
- Partner with sales/finance



What's next?

70% of your sales are
done without your
sales team.



Automate Your Selling Funnel

CREATE YOUR LIST

Could be 500 or 50,000 Ideal Customer Profiles

OFFER VALUE TO THIS PERSON

Attract prospects by sending them interesting, eye-catching and useful content.

OFFER MORE VALUE

Prospects with interest receive are sent more value, not a pitch or demo - yet.

CALL TO ACTION

Engagement tracking leads to a discovery call or survey with your most interested prospects.

NURTURE & EDUCATION

Video, polls, graphics and educational content to move the sales cycle forward.

RESULT:

More leads, higher value deals, & recurring customers.



Let's Chat

We are here to help you!

Let's set up a chat here

'Too soon'?

Let's connect on [LinkedIn here](#)



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