

*Construction CIOs!*

# Your BD and Marketing teams are not aligned. You can help!

Business Development and Marketing alignment is the key to hitting your revenue goals. How does your world impact that of those teams? Read on to learn more.

*By Cosential*



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# Customer expectations and technology innovations are accelerating alarmingly fast.

As the rise of a solid customer experience, backed by data and supportive technology becomes the new norm, it's important that every team that touches the customer experience is clearly aligned. Three of the key driving departments this falls on are Business Development, Marketing, and Information Technology (IT). While as an industry we relentlessly talk about the importance of Business Development and Marketing alignment, we fail to recognize the importance of the IT alignment in both departments as often.

The truth is, effective alignment from a leadership level in these teams is challenging. In fact, according to Forrester Research, **only 14% of global marketing decision makers** see BD and IT as strategic partners in developing technology-driven solutions for the business.

Part of this boils down to the misalignment of goals. One of the delicate relationships that technology teams have is with the customers. They want to respect the customer journey and understand the importance of their experience, but when it comes down to it — they're measured on optimizing cost and security. On the flip side, Business Development and Marketing leaders are focused on their own metrics centered around customer relationships, while missing the important relationship their own business has with technology.

***So what can be done to  
improve this misalignment?***

***What role can the technology  
team have to champion  
this change?***

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## FOR STARTERS

# *CIOs need to recognize the impact they have on firms.*

They are the drivers of new technology and digital transformation. Business Development and Marketing teams rely on these tools to do their jobs, still, in a lot of firms, they are dependent on the technology team to lead the overall digital transformation efforts.

In order to meet Business Development and Marketing at a place where the teams will feel confident their technology needs are taken seriously, CIOs need to elevate these roles within their organizations.

In order to elevate those roles, we believe that CIOs need to systematically translate their technology adaptations into larger business and innovation plans. We'd encourage CIOs and other technology leaders to focus on taking the time to define what technology innovation means for the entire firm - with a large emphasis on the idea of customer and relationship centricity. When all teams are customer-centric, the entire firm is set up to win because all decisions are made based on what the customer needs.

One step to improving this alignment is CIOs requesting involvement in the evaluation of new sales and marketing automation tools, such as CRM, Forecasting, Pipeline Management, Proposal Automation, etc.. When a CIO is pulled into these conversations, they can address security concerns, database maintenance requirements, and efficiency opportunities in the early stages - before these become bottlenecks during the last evaluation phases.

CIOs can also champion this change by bringing new technologies to the Business Development and Marketing teams, instead of reacting to the requests from these teams themselves. This will allow CIOs to perform their own buyer's journey, answering the questions that matter most to them, and will allow Business Development and Marketing to feel like their technology needs are being addressed, supported, and taken seriously.

Changes to philosophies don't happen overnight, but they start with the most influential firms. As a technology leader at one of the most renowned construction firms in the world, you are at a unique advantage to spearhead one of these critical movements. Learn more about your *role in the entire BD and Marketing alignment process*, and contact Cosential to learn about why a project based tool built for Construction firms will make your Business Development and Marketing teams see you as their favorite department.

**MEET YOUR TEAM >**