

EP. 9 - Interdepartmental Relationships to Sales

Overview

This session emphasizes the importance of building strong relationships with other key departments within an organization. Jordana explains how different departments such as marketing, HR, finance, legal, and operations play crucial roles in supporting sales and overall company success. The video focuses on how to strategically collaborate with these teams and maintain good working relationships that can benefit your performance and career.

Key Points:

1. Key Department Relationships:

- **Marketing:** Critical for lead generation and developing collateral. Aligning with marketing ensures you have the support needed for top-of-funnel activities and product iterations.
- **HR:** Especially important for leaders who need to hire and occasionally fire. A strong relationship with HR facilitates smoother personnel management.
- **Legal:** Legal reviews of deals are often necessary. By involving the legal team early in the deal process, you can avoid delays and ensure compliance.
- **Finance:** Finance teams often review and approve deals. Keeping finance on your side ensures that you can move deals forward, particularly when profitability is a concern.
- **Operations:** In industries like logistics and supply chain, operations is critical to delivering on sales promises. A misalignment here can jeopardize deals, so collaboration is key.

2. Strategies for Building Relationships:

- **Take an Active Interest:** Don't wait until you need help from these departments. Take an active interest in their metrics and how they contribute to the company's success.
- **Support Them Publicly:** When these departments face challenges, especially in meetings or public settings, stand up for them. This builds mutual respect.
- **Get to Know the Teams:** Develop relationships with individuals in these departments. Networking with them outside of work (e.g., at after-work events) helps foster stronger bonds.
- **Avoid Blame:** When deals fall through, resist the urge to blame other departments. Instead, work together to find solutions and avoid finger-pointing.

Conclusion:

This session highlights the importance of collaboration with other departments to ensure smooth deal processes and overall success. By proactively building relationships with marketing, HR, legal, finance, and operations, you can create a network of allies that will support your goals and help overcome obstacles. Establishing trust and mutual respect with these departments is essential for long-term success in any organization.