



EBOOK

# 3 Plays To Align Your Revenue Teams



How Marketing, Enablement, Operations, And  
Sales Can Work As One To Drive Revenue





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# The Alignment Gap That's Costing You Revenue

Buyers today expect consistency, personalization, and value across every touchpoint. Yet many organizations still operate in silos that span the teams, data, systems, and processes that are meant to connect them.

Marketing creates content that sellers can't easily find or activate. Enablement rolls out training that's disconnected from what's happening in the field. Sales teams waste hours searching for content or recreating assets that already exist — and still struggle to articulate competitive differentiation.

Meanwhile, Operations teams are left trying to stitch everything together after the fact. They're responsible for maintaining CRM hygiene, reporting accuracy, attribution, and forecasting, but without consistent inputs or shared workflows across marketing, enablement, and sales, visibility breaks down. Data becomes fragmented, insights lag reality, and leaders lose confidence in what's actually driving performance.

This lack of cohesion results in missed opportunities, longer sales cycles, inconsistent buyer experiences, and decisions made on incomplete or outdated information.

Alignment across marketing, enablement, operations, and sales is foundational to competing in today's B2B landscape. Leading organizations are embracing AI-powered enablement to deliver on what once felt impossible: scalable revenue alignment. When these teams share visibility, standardized workflows, and trusted data, they fuel a powerful go-to-market (GTM) motion that's measurable, repeatable, and built to adapt.

In this guide, we'll lay out three practical plays to close the alignment gap and create momentum across your entire revenue engine.

## PLAY ONE

# Pipeline Generation Days That Actually Work

**Shared Goal:** Drive coordinated demand generation that converts into quality pipeline.

### THE CHALLENGE

Most organizations treat pipeline generation as an event and not a strategy. Marketing runs campaigns, sales blitzes prospects, and enablement rushes to build supporting materials. Energy is high but coordination is low. Without shared visibility, data, and preparation, those efforts rarely translate into sustainable pipeline growth.

## The Winning Approach

Reimagine pipeline generation as a cross-functional GTM motion anchored in shared insights and connected systems. When marketing, enablement, operations and sales operate from the same playbook, every activity reinforces the next.



Marketing, in collaboration with sales, orchestrates campaigns around clearly defined personas and buying triggers, feeding data and insights directly into the enablement platform so everyone has insight into what prospects see. Highly relevant content is created and activated.



Enablement equips sellers with the messaging, training, and talk tracks needed to convert interest into engagement. They deliver readiness sessions before pipeline days and measure confidence afterward to ensure every seller is ready to deliver on every customer interaction.





Sales executes outreach using context-rich recommendations surfaced directly within their CRM. Every email, call, or meeting connects back to the same story and data.



Operations ensures data integrity, workflow orchestration, and measurement across the motion. They align CRM fields, campaign attribution, and dashboards, so pipeline days are tracked consistently from first touch through opportunity creation. By standardizing processes and reporting, Ops gives every team a shared view of what's working and where adjustments are needed.

## Alignment in Action

Imagine a shared system where campaigns, content, and coaching converge. Sellers know exactly which message resonates with each persona. Enablement tracks which content is used most effectively. Marketing sees which campaigns drive opportunities and which need refining.

“Organizations with tightly aligned GTM teams are 2.3x more likely to exceed revenue targets.”

**Seismic Value of Enablement Report**

*Source: [seismic.com/resources/reports/seismic-value-of-enablement-report](https://www.seismic.com/resources/reports/seismic-value-of-enablement-report)*

### PRO TIP

Turn pipeline days into recurring alignment motions. Run retrospectives across teams, use shared dashboards, and continuously refine your plays based on performance data. Alignment is a muscle that needs consistent exercise.

## PLAY TWO

# The Compete Takeout

**Shared Goal:** Win more competitive deals by aligning insights, messaging, and enablement.

### THE CHALLENGE

Competitive intelligence often lives in too many places, such as Slack threads, internal decks, or tribal knowledge. By the time sellers find it, the opportunity may have passed and the impact is lost. Meanwhile, marketing and enablement teams struggle to keep materials current, leading to mixed messages and missed differentiation.

## The Winning Approach

Transform competitive readiness into a dynamic, data-driven collaboration across marketing, enablement, and sales.



Marketing centralizes win-loss data, product updates, and competitor messaging into one searchable repository. They build concise battlecards and continuously update them with real-time insights from the field.



Enablement embeds these insights into proactive contextual learning paths and readiness programs so reps can practice positioning value against alternatives.



Sales applies the intelligence in real-time. AI-powered coaching tools surface relevant talking points during calls or within CRM workflows, helping reps pivot confidently in the moment.



Operations operationalizes competitive intelligence by embedding it directly into seller workflows. They ensure battlecards, win-loss insights, and competitor signals are surfaced contextually in CRM and sales tools, while maintaining governance and version control. Ops also tracks competitive impact across pipeline and win rates, giving leaders clear visibility into which narratives move deals forward.

## Alignment in Action

When every team operates from a unified knowledge base, your competitive strategy becomes proactive. Instead of scrambling for responses, sellers lead the conversation. Marketing receives instant feedback from the field to update messaging faster. Enablement ensures that everyone, from new hires to top performers, is equipped to differentiate effectively.

“Companies with tightly aligned sales and marketing teams see 36% higher customer retention and 38% higher sales win rates.”

**Seismic Value of Enablement Report**

Source: [seismic.com/resources/reports/seismic-value-of-enablement-report](https://seismic.com/resources/reports/seismic-value-of-enablement-report)

### PRO TIP

Run quarterly “Compete Reviews” where sales, marketing, and enablement share success stories and losses. Use insights to refine your competitive narrative and roll updates into your enablement platform immediately.



## PLAY THREE

# Open Opportunity Multi-Threading

**Shared Goal:** Strengthen deal progression and win rates through deeper stakeholder engagement.

### THE CHALLENGE

Deals often stall because sellers rely on one champion or one message. Buyers, especially in complex B2B environments, include multiple stakeholders with diverse priorities. Momentum fades when messaging isn't tailored to each persona, or when teams aren't aligned on who's engaging whom.

## The Winning Approach

Build a multi-threading motion powered by shared insights and coordinated outreach across GTM teams.



Marketing provides persona-based playbooks and industry content that address the priorities of each stakeholder, from IT to Finance to Operations, so sellers have the content they need to engage every stakeholder.



Enablement designs guided learning paths and role-play simulations that teach reps how to personalize outreach, handle objections, and connect multiple buyer threads.



Sales uses CRM-linked engagement data to identify gaps in stakeholder coverage, tailoring follow-ups with AI-driven recommendations for each contact.



Operations connects engagement data across accounts, contacts, and stages to expose gaps in multi-threading coverage. They standardize stakeholder tracking, define engagement signals, and surface insights that show which personas are active. With clean data and shared dashboards, Ops enables coordinated follow-up across marketing, enablement, and sales to keep deals moving.

## Alignment in Action

When every team contributes to the same deal narrative, buyers experience a cohesive, personalized journey. Marketing ensures relevance, enablement reinforces readiness, and sales executes with confidence. Cross-functional visibility into buyer engagement helps everyone stay focused on closing, not guessing.

“Sellers are 3x more likely to use enablement content when it’s surfaced contextually in their daily workflows.”

**Seismic Value of Enablement Report**

*Source: [seismic.com/resources/reports/seismic-value-of-enablement-report](https://seismic.com/resources/reports/seismic-value-of-enablement-report)*

### PRO TIP

Use engagement intelligence to identify stakeholders who haven’t interacted recently. Share that data with marketing to trigger targeted nurture content, creating coordinated follow-up across teams.





# Alignment Is the New Advantage

The best revenue organizations don't just work harder — they work together. When marketing, enablement, operations, and sales share a unified platform and common goals, every campaign, training, and meeting reinforces the same buyer story.

AI-powered enablement now makes that alignment scalable. With the Seismic Enablement Cloud, GTM leaders can connect content, learning, and insights in one system, turning readiness into a growth engine. It's how the world's most successful teams align around the buyer, adapt in real time, and accelerate results. If you'd like to see for yourself how Seismic helps world-class GTM teams align, adapt, and win, [\*\*get a demo today.\*\*](#)



## About Seismic

Seismic is the global leader in AI-powered enablement, empowering go-to-market leaders to drive strategic growth and deliver exceptional client experiences at scale. The Seismic Enablement Cloud™ is the only unified AI-powered platform that prepares customer-facing teams with the skills, content, tools, and insights needed to maximize every buyer interaction and strengthen client relationships. Trusted by more than 2,000 organizations worldwide, Seismic helps businesses achieve measurable outcomes and accelerate revenue growth. Seismic is headquartered in San Diego with offices across North America, Europe, Asia and Australia.

Learn more at [Seismic.com](https://www.seismic.com).

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