

The Alignment Gap

When Strategy Splits, Growth Slows.

Marketing and Sales misalignment isn't a people issue — it's a system issue. When those functions don't operate on the same strategic framework, the business runs on friction.

SYMPTOMS OF FUNCTIONAL MISALIGNMENT

MARKETING	SALES	THE GAP
Focused on MQLs, brand, and awareness	Focused on pipeline and deals	Different definitions of success
Plans campaigns by calendar	Works accounts by urgency	Timing and targeting disconnect
Optimizes tools and automation	Optimizes human relationships	Data vs. discipline mismatch
Reports activity metrics	Reports revenue metrics	Misaligned measurement

WHAT IT LOOKS LIKE INSIDE THE BUSINESS

- Strong campaigns — weak conversion.
- Growing lead volume — stagnant pipeline.
- Sophisticated tech stack — inconsistent adoption.
- Marketing talks about message; Sales talks about margin.
- Both teams are performing — just not together.

THE CHIEF OUTSIDERS SOLUTION

We close the functional gap by building one **Go-To-Market System** that connects strategy, structure, and execution.

1. Align on Insight

Unify customer, market, and competitive intelligence across functions.

2. Align on Strategy

Define shared positioning, segments, and value propositions.

3. Align on Execution

Integrate lead flow, sales stages, and metrics within one GTM roadmap.

4. Align on Measurement

Use **GrowthGearsSM OS** to connect marketing inputs to sales outcomes in real time.

The Growth Gears Framework

Chief Outsiders' Growth Gears methodology aligns your business around three drivers of sustainable revenue acceleration:



THE RESULT

- One GTM roadmap linking marketing and sales execution.
- Shared definitions, shared metrics, shared accountability.
- Clear handoffs and improved conversion at every stage.
- Predictable, measurable growth across the revenue engine.

FRACTIONAL LEADERSHIP THAT ALIGNS FUNCTIONS

- **Fractional CMO** — Builds the front-end of growth: market insight, brand, demand generation.
- **Fractional CSO** — Builds the back-end: structure, process, and pipeline performance.
- Together, they transform two functions into **one growth engine**.