

ALIGNMENT TIPS

Product + sales (AEs)

By working closely with AEs, product teams can gain valuable insights into customers' evolving needs and tailor their product development efforts accordingly. This collaboration can help to identify the most pressing customer pain points and the features that will be most valuable in addressing them. It can also prevent the development of features that may seem attractive on paper but do not have any real-world use cases, saving development resources and avoiding wasted effort.



- ♦ **Provide roadmap visibility** to ensure that sales teams are not making commitments to customers that the product team cannot deliver on as well as that everyone is working towards the same goals to drive revenue growth and customer satisfaction.
- ♦ **Close the feedback loop** by highlighting the completion of customer requested product changes and improvements with the sales team—an essential step in building a successful product and a loyal customer base. This enables teams to demonstrate the commitment to customer satisfaction and helps to build trust with customers.
- ♦ **Use what you learn** from the sales team to facilitate effective go-to-market strategies. Ask your sales team about customer buying behaviors, preferences, and pain points, which can be used to develop targeted marketing and sales strategies. This, in turn, can help increase customer engagement and ultimately drive revenue growth.

PARTNER BENEFIT:

Working closely with the product team can enable an AE to enhance their knowledge of the products they are selling, refine their sales strategy, boost customer satisfaction, and drive revenue growth by closing larger deals faster.



Want more tips on building better relationships with your colleagues?

Check out the rest of our collaboration cheat sheets here:
[Achieving Product-GTM Alignment](#)

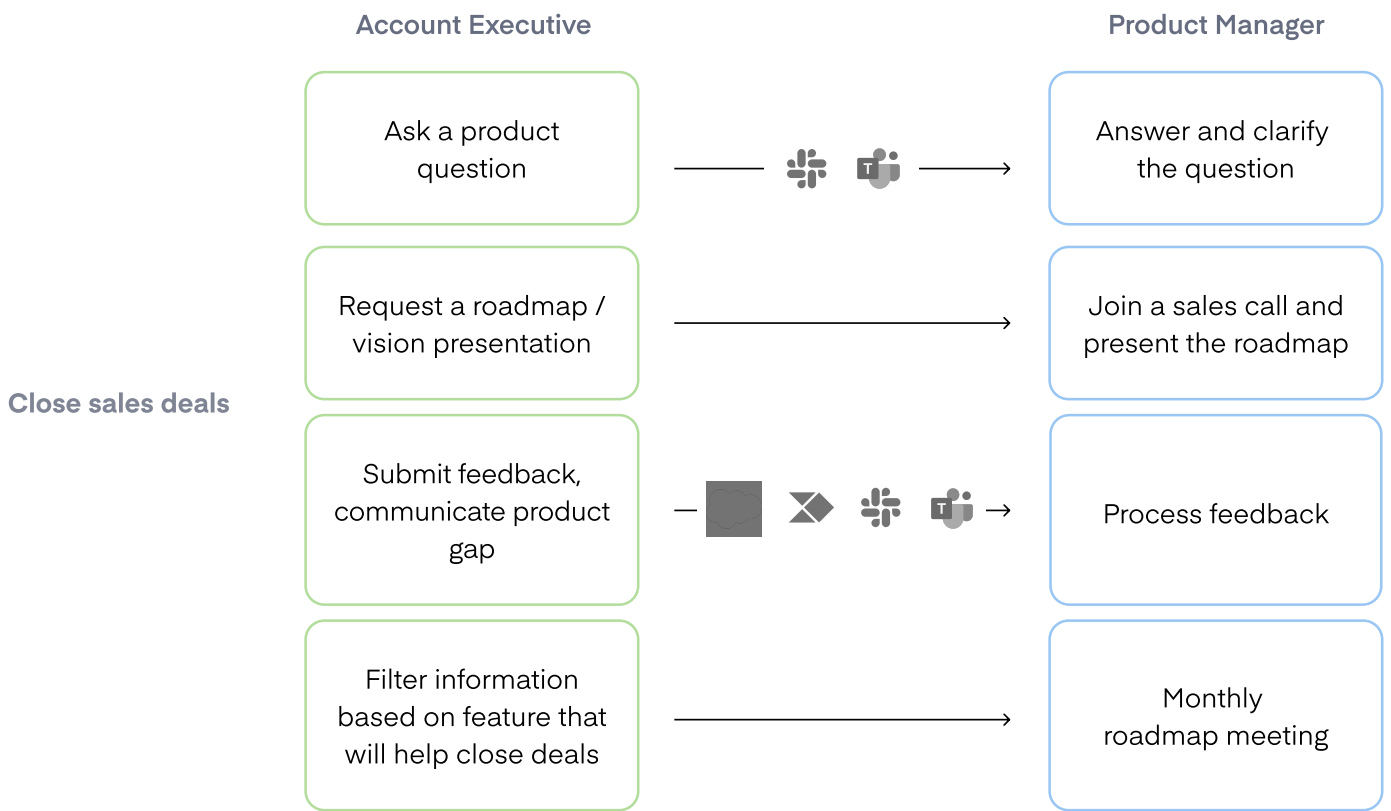
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Common interactions



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Achieving Product-GTM Alignment

Learn how high performing product teams partner with sales, customer success and more to improve the product launch process and accelerate growth

