

Blog: Where is your desk?

2017

I worked for a large software company in their headquarters. The marketing department was huge. In fact, I could have thrown a bagel from my cubicle in any direction and would have hit another marketing person. We were everywhere! It was great, we could collaborate, easily share ideas and ask questions. Our boss would go up to the next floor to talk to Sales and then relate the information back to us.

But then, I transferred to the UK office. I was the only marketer in the country. We were in an open-plan office and I sat next to IT, Development and Sales. In fact, Sales was everywhere. To discuss 'marketing matters', I had to get on the phone to talk to my counterparts in The Netherlands, France and Germany and that's what I did. This was weird. Who was I supposed to speak to about marketing?? I panicked.

Until I realized - here were the people I was truly supposed to work with. Instead of hearing second-hand what Sales needed, I could lean across the desk and ask them. Instead of reading notes from a sales meeting, I attended the meetings and took notes and asked questions. I could see immediately the impact I was having and tweak what I was doing in an instant.

A simple concept, but always bears repeating: If your marketers don't have immediate access to your salespeople, they should.