

# C-SUITE CHEAT SHEET

	Chief Marketing Officer <b>CMO</b>	Chief Information Officer <b>CIO</b>	Chief Sales Officer <b>CSO</b>	Chief Financial Officer <b>CFO</b>	Chief Executive Officer <b>CEO</b>
What keeps them up at night	The ability to prove the ROI of their department's efforts.	The worry of making a short-sighted technology investment.	The fear of missed sales opportunities.	The ability to keep expenses under control.	The long-term health and growth of the biz.
The language they speak	Data	Technology	Lead quality and volume	Numbers	Strategic vision
Tip for getting their buy in	<b>GIVE PROOF:</b> Case studies, statistics and other data points will help the CMO make the case for marketing automation expenses throughout the C-suite.	<b>ID BENEFITS:</b> Pinpoint the many ways that marketing automation tools and services will relieve the burden on the IT department, proactively working with your proposed MA vendors to address potential security, integration and other concerns.	<b>OFFER SPECIFICS:</b> Identify specific sales challenges your business faces and focus on how your marketing automation efforts will help you overcome them.	<b>PROVIDE ESTIMATES:</b> Giving your CFO even a rough idea of overall costs (including training and related expenses) will go a long way toward helping the CFO feel comfortable moving forward.	<b>HIGHLIGHT ROI:</b> Highlight the ability of your marketing automation efforts to impact business growth, showing how your marketing automation efforts will be imperative to the biz' overall success.