

ONE TEAM. ONE NUMBER: IMPROVING SALES & MARKETING SYNERGY TO DRIVE RESULTS – 1 Day

Program Objectives:

- 1) To share, discuss, and resolve frustrations between respective Sales and Marketing teams
- 2) Get both groups simultaneously prioritizing and brainstorming action items
- 3) By workshop conclusion, have both groups closely aligned to attract, acquire, retain, and grow more customers which will enable accelerated growth.

Program Overview: This engaging and therapeutic 1-day workshop dives into what is working and what is not working well between Sales and Marketing in your organization. This is an opportunity to share mutual frustrations from each group, brainstorm how to resolve critical concerns from both sides, and to then find alignment in both groups with regards to the conceptualization about how to 1) get more customers, 2) sell more to existing customers, and 3) retain all profitable customers.

Discussion also focuses on proven processes and disciplines that can ensure the synergy developed in this workshop can continue to strengthen afterwards. With this dialogue, we can aid you to take your business results to new heights and leave your competition in the dust!

To help you take advantage of this impactful workshop, we offer a three-tiered program to match your budget. Each tier provides higher levels of pre-workshop internal research for initial discussions and brainstorming based on current Sales and Marketing team effectiveness.

We are confident that synergy between Sales and Marketing will be significantly improved post-workshop and that you will realize a strong return-on-investment!