

# Panel Discussion | [Revenue Generation] Relate Marketing and Sales to Customer Journey: Go Hand-in-Hand to Support Greater Sales, Profit and Cost-Effectiveness



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**What tools do you use to increase the efficiency of collaboration?**

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- **Relationship between Sales and Marketing Teams in your organisation**
- **What are the possible causes of misalignment between Sales and Marketing teams?**
- **How should Sales and Marketing collaborate to improve customer retention?**
- **What are some tools you use to increase the efficiency of collaboration**

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# Key Takeaways

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**Q&A**