

Fireside Chat | **[Revenue Generation]** Relate Marketing & Sales to Customer Journey: How “Smarketing” Go Hand-in-Hand to Support Greater Sales, Profit & Cost-Effectiveness





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Poll Question

How much collaboration time do you have with your sales team?

- >Option 1: 0 mins a week
- >Option 2: 30 mins a week
- >Option 3: 1 hour a week
- >Option 4: 1+ hour a week

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Question 1

- **How to identify common ground for Marketing & Sales in order to improve communication & collaboration efficiency?**

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Question 2

- **What is the best lead generation tactic that you brought to life and what impact did it have?**

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Question 3

- **How does Marketing & Sales work with wider organisation to drive Growth, Profitability and Company Value?**

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Key Takeaways

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Q&A