

## Fireside Chat | [Internal Synergy]

# "Smarketing" Collaboration: Two-Way Training and Coaching Strategies for Enhanced Revenue Drive



FCM



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# slido



**How often do you interact with your sales team?**

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**Tools and platforms you've been using to interact / work with sales team.**

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## Question 1

**How we manage the shared goals / targets / KPIs between sales & marketing.**



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## Question 2

**Practical examples on effective sales & marketing collaboration, e.g. MarTech adoption between teams, sales enablement programmes.**

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Q & A

to be operated on  
sli.do