



Fireside Chat | **[Smarketing Alignment]** Two-Way Training & Coaching Strategies for Enhanced Revenue Drive between Sales & Marketing Teams



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How cohesive is the relationship between sales and marketing at your organisation?

ⓘ Start presenting to display the poll results on this slide.

INSIGHTS

How do you feel your Sales & Marketing teams work together currently, and are there any specific areas stronger than others?

METHODS

**What methods are you using to facilitate this integration?
What technology underpins these efforts, and how are
you leveraging AI to enhance them? Do you have the
foundational elements in place to drive efficiencies
effectively?**

TIPS

If there was one improvement you could implement to improve the culture of two-way coaching and training between Sales and Marketing, what would it be and why?

Q&A

In-summit Roundtable Discussion

**[Smarketing Alignment] Two-Way Training and Coaching
Strategies for Enhanced Revenue Drive between Sales and
Marketing Teams**

QUESTIONS

1. So far what's been the one most effective training or coaching strategy you've implemented to improve collaboration between sales and marketing?
2. How did you measure its impact on revenue growth, and what challenges did you face in gaining buy-in from both teams?
3. How do you ensure that both sales and marketing teams stay aligned on key metrics and customer insights throughout the sales funnel?

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