



# Panel Discussion **[Cross-Functional Collaboration]** Breaking Silos for Revenue Growth through Aligning Marketing, Sales, & the Customer Journey



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**What is your current pain point when it comes to cross functional collaboration?**

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## Question 1

**What key challenges or common mistakes do organisations face in cross-functional collaboration?**

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## Question 2

What are some immediate and short-term actions to foster a collaborative culture across departments?

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### Question 3

How can MarTech and data-driven insights enhance communication, alignment, and revenue growth across teams?

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Q&A

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