



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



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**How well do marketing, sales, and customer success collaborate in your organization?**



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## Question 1

**How would you describe the current level of collaboration between marketing, sales, and other functions in your organisation? What are the biggest gaps you're seeing today?**



Q&A

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## Question 2

**What are the most effective ways to align marketing, sales, and customer success teams around shared revenue and customer journey goals?**



Q&A



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### Question 3

**How can organisations overcome resistance to collaboration and shift from a siloed mindset to a customer-centric culture?**



Q&A

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## Question 4

**Discover actionable strategies for breaking down departmental silos and creating a culture of collaboration, what tools or technologies have helped your teams collaborate better across functions, and how do you measure their impact?**



Q&A