

Though it sometimes seems they're on opposing teams, Marketing and Sales are actually on the same side! It's imperative both work together to give each customer the best possible experience.

THE STRENGTH OF A MARKETING AND SALES UNION

Marketing



Marketing works to attract and nurture leads. Strong marketers provide valuable content and targeted messaging to produce more sales-qualified leads. This will drive predictable and sustainable revenue streams for your business.

Sales



Sales works with the prospects most likely to buy to build relationships and close deals. Strong salespeople use their knowledge of your business's product/service to demonstrate how it can fulfill the prospects' needs.

Develop a Lead History

A lead history tracks each customer interaction like which touchpoints did the customer use and for how long. This tool allows the sales team to personalize their approach based on what the marketing team has already done.



Analyze Closed-Won Customers

"Closed-won" are prospects who have successfully bought from your business. Examine lead history to learn who is buying from you and what marketing and sales activities led to the sale. This analysis will allow you to repeat effective strategies for future campaigns.

