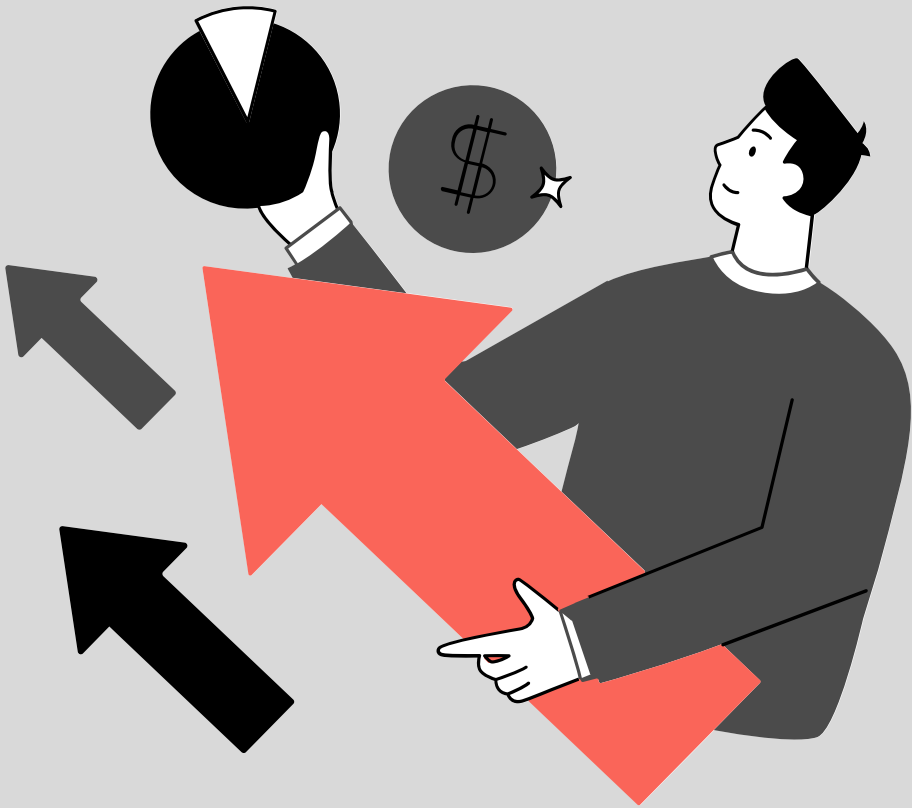




# Roadmap to Sales & Marketing Alignment



## Collaborative Convergence Phase



### BUILD UNDERSTANDING ON:

- ICP & PERSONA TARGETING
- PERCEPTION OF A LEAD/SCORING
- LEAD HANDOVER PROCESS TIMELINES



### IMPROVED FEEDBACK LOOPS



### THEN WE CAN ADDRESS: BREAKING TEAM SILOS



### THEN: ALIGN KPI METRICS



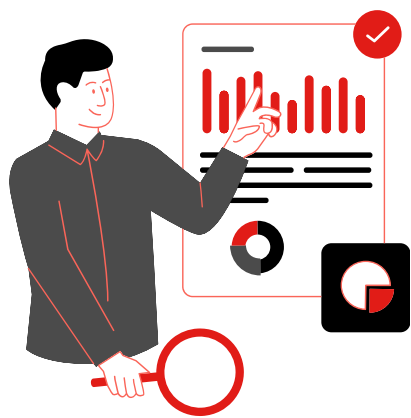
## Prepare for Market Phase



### MESSAGING VALUE PROPOSITION CONTENT



### SALES TRAINING



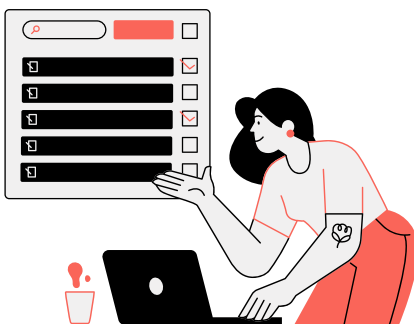
### BUILD UNDERSTANDING ON: DATA HYGIENE CHALLENGES ATTRIBUTION CHALLENGES REPORTING VISABILITY



## Accuracy & Visibility Phase



### AGREE CHANGES AND ADDITIONS: TECHNOLOGY



### ADDRESS POTENTIAL: RESISTANCE TO CHANGE



### IMPLEMENT