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# MO MarTech Newsletter

## July 5, 2024 Edition

Discover the Synergy of Soft Skills and Business: Explore the Latest Insights  
in Our Company Newsletter!

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# About US

At MO Martech, our mission is to empower business professionals with the knowledge and skills they need to excel in their roles and provide exceptional service and value to their target audience. We are dedicated educators, not consultants, driven by a deep passion to empower people to solve the toughest business challenges.

## Tip of the Week

### Marketing Tips for Building Relationships

We try to jump to quickly to the conversion point. Successful marketing comes down to how well you can build relationships.

[Read full post](#)

## News & Headlines

### How vendors can navigate the death of net-new deals

The martech industry has reached saturation. Explore the challenges vendors face to adapt in an era of declining deals.

[Read full article](#)



## *The Buyer's Journey is Screwed Up*

The modern marketing approach to the buyer's journey is screwed up. The assumption is that anyone who engages with you should enter your sales cycle.

[Read full blog](#)

