

Sales and Marketing Task Segmentation

Demand Generation	Product Marketing Roles	Research and e-Commerce	Marketing Demand Generation	Enterprise Sales Revenue Realization
	Product Management	Customer Insights	Division Interface	Sales Strategy
	Identifying unmet customer needs Product portfolio investment decisions Pricing and packaging strategy Product lifecycle management	Business case and measurement Customer lifecycle and retention Customer advocacy and references Customer insights and analytics Functional design and development	Demand management process Demand generation program design, planning and execution Demand program delivery mechanisms Price communication	Sales strategy Sales organizational design, Talent management and investment Revenue generation Sales execution Sales productivity
	Portfolio Marketing	Digital Marketing Operations	Channel Marketing	Sales Operations
	Understand Go-to-market strategy Category Management Portfolio positioning and content New Product Introduction Sales knowledge transfer Functional design and development	Strategic content planning Content management and technology E2E Customer Engagement Marketing Automation and Campaign design	Strategy and planning Partner program design and optimization Partner enablement and engagement	Sales productivity analysis Processes and infrastructure Pipeline/Sales Velocity Metrics Incentive management
Revenue Generation	Product Design	Marketing Development	Activation Marketing	Sales Enablement (Activation)
	Identifying unmet customer needs Content creation Improving path to purchase Link between demand and revenue	Marketing strategy and investment Marketing transformation and leadership Marketing performance Marketing organizational design and development	Strategy and alignment Large account planning and execution Segmentation and targeting Functional design and development	Sales asset management Talent acquisition support Sales onboarding Ongoing learning and development Sales communications Functional design and development
		Brand and Communications	Marketing Operations (PMO, Analytics)	Customer Operations
		Brand experience Corporate messaging and content Corporate social strategy Employee and executive communications	Marketing reporting and measurement Marketing planning and budgeting Go to Market Strategy Marketing data management/analytics Functional design and development	Partner recruitment and assessment Sales Pipeline/sales execution

- Enterprise Demand Generation
- Awareness
- Consideration
- Purchase
- Sales/Service