



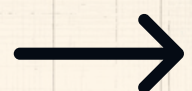
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Signs of

Sales &

Marketing

Alignment





Shared Goals:

Unified focus on revenue, lead conversion, and customer acquisition.



Collaborative Strategies:

Joint planning for lead generation and deal closure.





Clear Lead Criteria:

Agreed definitions of MQLs and SQLs for smooth handoffs.

Open Communication:

Regular updates, meetings, and shared insights.





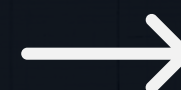
Integrated Tools:

CRM and marketing platforms working seamlessly.

Feedback Loops:



Sales informs marketing on lead quality; marketing adapts.



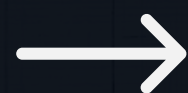


Shared Funnel Ownership:

Both teams accountable for the buyer's journey.

Customer-Centric Focus:

Aligned efforts to meet customer needs.





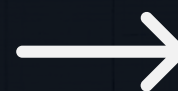
Consistent Messaging:

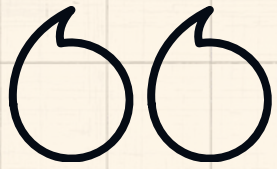
Unified voice across all touchpoints.



Data Sharing:

Regular reporting and joint analysis for improvement.





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