

HOW DO WE SUPERCHARGE SALES & MARKETING IN A POST COVID-19 WORLD?



SALES & MARKETING ALIGNMENT ALLOWS SALES TO FOCUS ON SELLING WHILE ALLOWING MARKETING TO EFFECTIVELY SUPERCHARGE SALES.

THE SITUATION



25%

"Only 25% of sales leads and collateral that Marketing creates is ever used by Sales teams"

(IDC)



30%

"Over 30% of Sales reps spend between 20 and 50% of their precious selling time looking for, creating or modifying Marketing content"

(Peter Strohkorb Consulting International)

67%

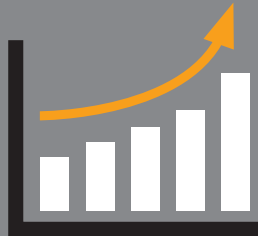
"67% of sales professionals don't reach their personal sales quota."

(The TAS Group)



27%

Up to 27% more sales revenue



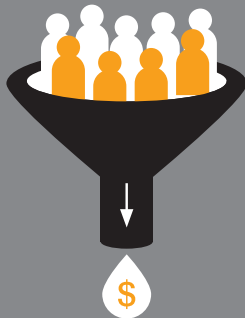
36%

Up to 36% more gross profit

THE S&MA OPPORTUNITY

42%

Up to 42% higher sales lead conversion rate



33%

Up to 33% faster ramp-up time for new sales reps



"In preparing for a COVID-19 exit, companies should launch all initiatives now to put the business back on track by 2022."

- MCKINSEY & CO., 2021.