

HOW DOES A BUILDING PRODUCT BRAND SUPERCHARGE SALES & CREATE MORE EFFECTIVE GO-TO-MARKET PROGRAMS?



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%

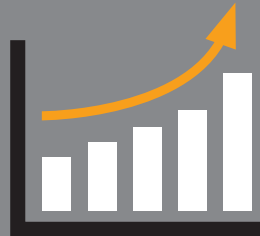
"67% of sales professionals don't reach their personal sales quota."

(The TAS Group)



27%

Up to 27% more sales revenue



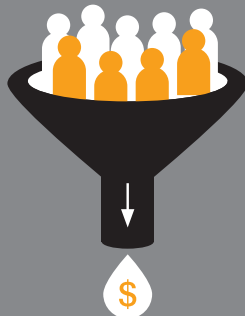
36%

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



Kleber & Associates is the only home and building products agency that specializes in sales & marketing alignment. If you're seeking to supercharge sales and create more effective go-to-market programs in the new year, we're here to help. Send an email to Steve at sk@kleberandassociates.com to get the conversation started.