

“Marketing vs. Sales: The Great Divide” Presentation

Situation:

There exists no absolute definition of the difference between marketing sales, but there is clarity about what happens when they don't work together...Chaos!

Learning Objectives:

From the educational and entertaining presentation, using real-life stories, participants will learn:

- Symptoms that indicate a chaotic abyss between the two
- What are the responsibilities and objectives for each function
- Why do marketing and sales non-supportive to each other
- Five simple bridging techniques to get the two functions working together for the benefit of the organization

Testimonials:

“...it summarized a number of things I am doing but had not put together yet”

“...greater clarity regarding differences between marketing and sales and how to get them working together”

“Practical quantified planning tools for sales/marketing”

“Inspirational – a reminder to review components”

“Getting a better understanding of how I can work more effectively with Marketing”

“A great explanation of the sales & marketing process and how they can work together”

“Practical visual tools & information in an entertaining fashion”

“Made me think and fill in some blanks that were missing”

“Relevant with practical ways to implement techniques”

The information that Brian shared with us from all his research. Light bulbs (ideas) started going off in my head”

Format:

30-45 minute live presentation

Facilitator:

Brian Pleet, President, Strategico Marketing Group bplet@strategico.ca

Brian is an effective, energetic senior sales and marketing executive with over 25 years of experience in diverse organizations from Fortune 100 through technology start-ups. He has been consistently recognized for leadership in identifying opportunities and delivering results in dynamic, challenging technology intensive environments.

