

BREAKING DOWN SALES AND MARKETING SILOES



A NEW APPROACH

Despite its crucial importance, many companies struggle to get their sales and marketing teams to work efficiently and collaboratively together. The common narrative is that marketers work endlessly creating spreadsheets with hundreds of leads for the sales team, only to get frustrated that no one follows up with any of them. On the other hand, the sales team often struggles to understand what the marketing team actually does which leads to frustration when they do not hit their target. Too often it seems like the two teams are pulling in opposite directions, existing in completely separate siloes. Does a solution exist?

- MARKETING BECOMES AN ALLY
- INSTRUMENTAL DATA ACCUMULATED
- APPLICATION OF AI

Marketing and sales departments must work more closely than ever before if they want to maximize effectiveness in today's omnichannel world. Rather than separating into silos, the two teams must learn to synchronize, enabling each other to perform their best with data-driven insights. One key way to accomplish this is implementing modern tools, such as **Dynamics 365** paired with **ClickDimensions**, to create one unified platform that both teams

