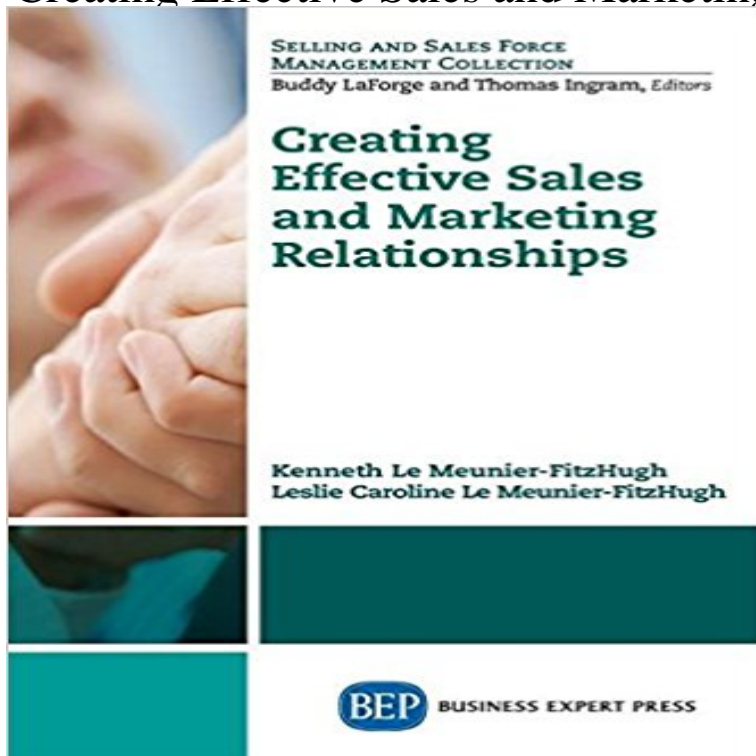


Creating Effective Sales and Marketing Relationships



This book demonstrates how corporate sales and marketing teams should operate collaboratively in a 21st Century organization to enhance performance in the marketplace. It discusses how and why conflict and /or separation has grown between these two groups, even though to the outside world they appear to be a single group. The book considers how collaboration between sales and marketing can impact positively on a companys competitive advantage, and what the senior management role should be in creating and facilitating the smooth running of their sales and marketing functions. The book also discusses the resourcing of sales and marketing, and how innovative processes can reduce conflict and promote closeness, as well as a review of the role of communication, formal and informal, in improving collaboration. Finally, the book explores how sales and marketing can become more competitive in the face of a dynamic and borderless market, and where lead generation is less important than building long-term relationships with customers. The book has an action-oriented perspective throughout, providing the reader with checklists and diagnostics as the basis for evaluating their own companies and identifying directions for improvement. As the book develops its theme, key points will be reinforced with company examples.

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