



March 21, 2021

Greetings!

As we transition to the post-Covid era, we must position ourselves for a different business environment. Gartner has identified a number of attributes that characterize that environment. Two that stand out to me and are relevant to this discussion are:

1. flatter organizations
2. rapid decision making.

We've been working at improving marketing and sales alignment for over a decade. We haven't quite made the mark. It's time for a new model - #beyondalignment!

My recent broadcast on [BrightTalk's Streamlining Marketing and Sales Summit](#) and upcoming Podcast on Marketing Mambo speak to #beyondalignment.

What is #beyondalignment? It is the next generation of interaction between marketing and sales to drive profitable organic growth!

No more handoffs. Just collaboration and teamwork.

With a different approach to the middle of the funnel, we can nurture and prepare leads (B2B) or groups of leads (B2C) for a smoother and faster close.

I would be thrilled to speak with you about a pilot to help your organization step up to a new way of working in a Digital First world.

Marketing and Sales: Just the same . . . only different!

Happy Spring,
Marianne

The Growth Strategy Group
www.growthachieved.com



*A Marketo visual modified

