How to Bridge the Gap Between Marketing and Sales

Sales and marketing teams both serve critical functions for their organizations, and in a perfect world, they'd work together to maximize results. As CMOs and other executives push for higher revenue accountability from their teams, aligning these integral stakeholders is now more important than ever.

Recommended articles
https://www.adweek.com/performance-marketing/how-to-bridge-the-gap-between-marketing-and-sales/