

Salespeople are from Venus, Marketers are from Mars: Learn How to Leverage Both to Maximize Your Bottom Line

May 2, 2018 | 10:30 AM

Sales and Marketing are often grouped together as two halves that form a whole. We often see titles such as “Marketing and Sales Associate” or “Director of Marketing and Sales.” But have you ever thought that maybe these two equally important business functions should really be separated?

Whether you answered “yes” or “no” to that question, this webinar will teach you:

- Why Marketing should drive Sales
- What function represents efficiency vs. what function drives effectiveness
- How to meet Sales’ short-term agenda while adhering to Marketing’s long-term goals
- How to organize your team and deliverables to increase productivity with the No BS Marketing Sales Takeaways Workbook

COST: FREE (Registration required)

PRESENTER: Dave Mastovich
MASSolutions

LOCATION: Online

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Online Webinar

REGISTRANT INFORMATION

Company_____

Address_____

City_____Zip_____

Contact Name_____

Telephone_____

PARTICIPANT'S NAME

Please use new form for additional participants

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PARTICIPANT'S EMAIL (REQUIRED)

Please RSVP by Tuesday, May 1, 2018 to Lauren Brewer

Phone: (814) 535-8675 / Email at lbrewer@jari.com

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