

SYNCHRONIZE SALES & MARKETING



How to Grow B2B Sales With Effective Account-Based Marketing

Would you like to see your sales and marketing efforts work better together? In this half-day seminar, you will learn new strategies for **Account-Based Marketing** to help your company *Synchronize Sales & Marketing*, whether for B2B sales, or other account-based sales.

Not just for sales or marketing people. When you get sales, marketing, and overall company leaders together to share ideas, **everyone levels up.**

You'll learn timely insights including:

- how to **avoid ineffective marketing** that fails to reach the right people
- how to **build highly-targeted prospect lists** for sales and marketing
- how to **improve behaviors, attitudes and techniques** in your efforts
- how to **saturate a target market of prospects** with a new way to build awareness
- how to **identify ready buyers** and deliver the right message at the right time

MEDINA, OH

Wednesday, April 27
9 AM - 1 PM
at Williams on the Lake

MANSFIELD, OH

Friday, April 29
9 AM - 1 PM
at Mid-Ohio ESC

FINDLAY, OH

Wednesday, May 4
9 AM - 1 PM
at Alexandria's

TICKETS ARE \$50 or \$35 for 2+ attendees from your company.

Includes lunch, event access, training, networking, and access to training resources.



A digital marketing agency with offices in Ashland, Medina, and Tiffin; serving fast-growing small to mid-sized companies.

PRESENTERS:

Jeremy Harrison & Carrie Gough



The Ruby Group is an authorized Sandler Training Center with sales training centers in Akron, Berlin and Columbus.

PRESENTERS:

Mike Jones & Jordan Mullet

REGISTER NOW at www.spiread.com/ssm