

# The Power of Integrated Sales and Marketing

**PURPOSE:** Demonstrate how sales and marketing work together throughout the customer funnel.

**HOW TO USE:** Help you define roles between sales and marketing for better results.

CUSTOMER FUNNEL	MARKETING	SALES
<p style="text-align: center;"><b>DISCOVERY</b></p> <p>Introduce customer to company. Create awareness and familiarity. Build trust and reputation. Engage them with relevant content that address their challenges.</p>	<p style="text-align: center;">Generate Awareness &amp; Leads</p>	
<p style="text-align: center;"><b>CONSIDERATION</b></p> <p>Help customer explore products, providing specific information. Educate on unique benefits, strengths, value. Demo products tailored to needs.</p>	<p style="text-align: center;">Provide useful, relevant info via website &amp; materials</p>	<p style="text-align: center;">Educate, Consult, Qualify Leads</p>
<p style="text-align: center;"><b>CONVERSION</b></p> <p>Proposal/Offer that provides solution with clear benefits and value. Deal closed/purchase made.</p>	<p style="text-align: center;">Good Sales tools, simple buying process (ecommerce)</p>	<p style="text-align: center;">Trial, Propose, Close</p>
<p style="text-align: center;"><b>RETENTION</b></p> <p>Provide superior products, experience, support and value. Updates meet evolving needs, maintain superiority. Build community and advocacy.</p>	<p style="text-align: center;">Communicate, Engage, Encourage</p>	<p style="text-align: center;">Train, Nurture, Expand</p>