training code: DM-B2B / Sales_B2B / EN

Integrated Marketing and Sales in B2B

The “Sales–Marketing Alignment in B2B” program, delivered in a closed format, is a series of dedicated workshop sessions tailored to the organization’s actual sales and marketing processes. Its goal is to create a lasting alignment between marketing and sales through shared definitions, processes, metrics, and collaboration rituals. The program can take the form of a single introductory session to structure knowledge or multiple sessions in which solutions are developed collaboratively.

Participants work on their own data, pipelines, and leads, jointly designing a cooperation model that supports the company’s revenue goals. The program focuses on implementation and long-term alignment, rather than a one-off change.

Training recipients

The program is designed for marketing and sales teams, leaders of both functions, and management in B2B companies that want to build a lasting collaboration between marketing and sales.

Benefits

- A marketing–sales collaboration model tailored to the company
- Clear definitions of MQL, SQL, and SLA
- A consistent marketing and sales funnel
- Shared KPIs and revenue goals
- Improved communication and trust between teams
- A sustainable system of collaboration, not a one-off initiative

Training program

Session 1: Diagnosis and a Common Language

- Analysis of current collaboration
- Funnel and process mapping
- Identification of key issues

Session 2: Designing Alignment

- Definitions of MQL, SQL, and SLA
- Lead handover model
- KPIs and responsibilities

Session 3: Implementation and Sustainability

- Collaboration rituals
- Feedback and optimization
- Action plan for next steps

Expected preparation of the participant

Participants should be familiar with current sales and marketing processes, as well as pipeline data.

Duration

2 days / 12 hours

Language

Training: english
Materials: english