



SALES ENGAGEMENT

masters

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April 23, 2020, Session 3



WORKSHOP, 1:30 - 1:55 PM CT

Syncing Marketing & Sales Tech to Drive Double-Digit Efficiency Gains

MOLLY MITCHELL SALES OPERATIONS MANAGER, SKALED





**SYNCING MARKETING & SALES TECH TO
DRIVE DOUBLE-DIGIT EFFICIENCY GAINS**



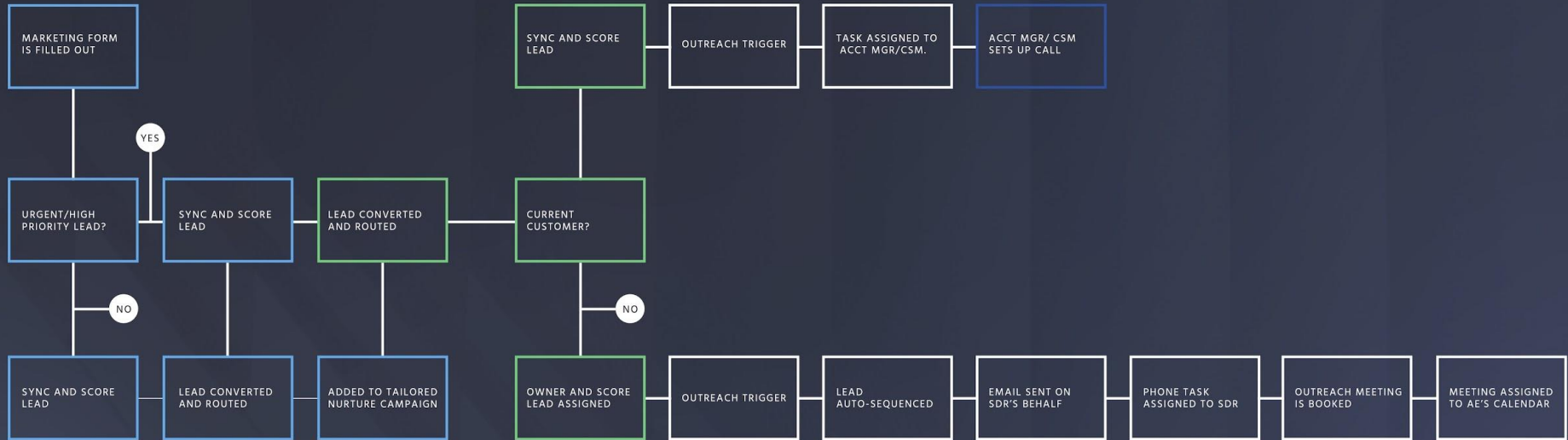
**Marketing Automation + CRM +
SEP = Total Transparency**



How many software solutions is your team using today?

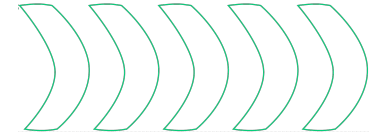
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LIGHT BLUE: MARKETING AUTOMATION // GREEN: CRM // WHITE: OUTREACH (SEP) // BLUE: MANUAL

Live Workflow



1

**Marketing
Automation**
Form fill

2

CRM
Lead routed

3

Sales Engagement
Outreach Plug-In
Outreach Trigger
Outreach
Sequence

Watch recording for the live demo.

Connect with our speakers on LinkedIn

Jake Dunlap, Keynote:

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Aly Ray Thompson, MC:

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Daniella Bellaire, Session 1:

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