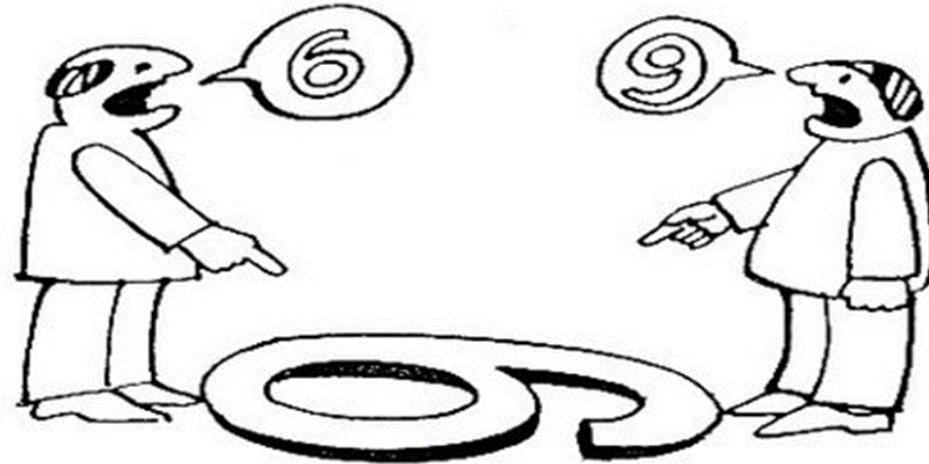


# “The importance of the link between sales and marketing”



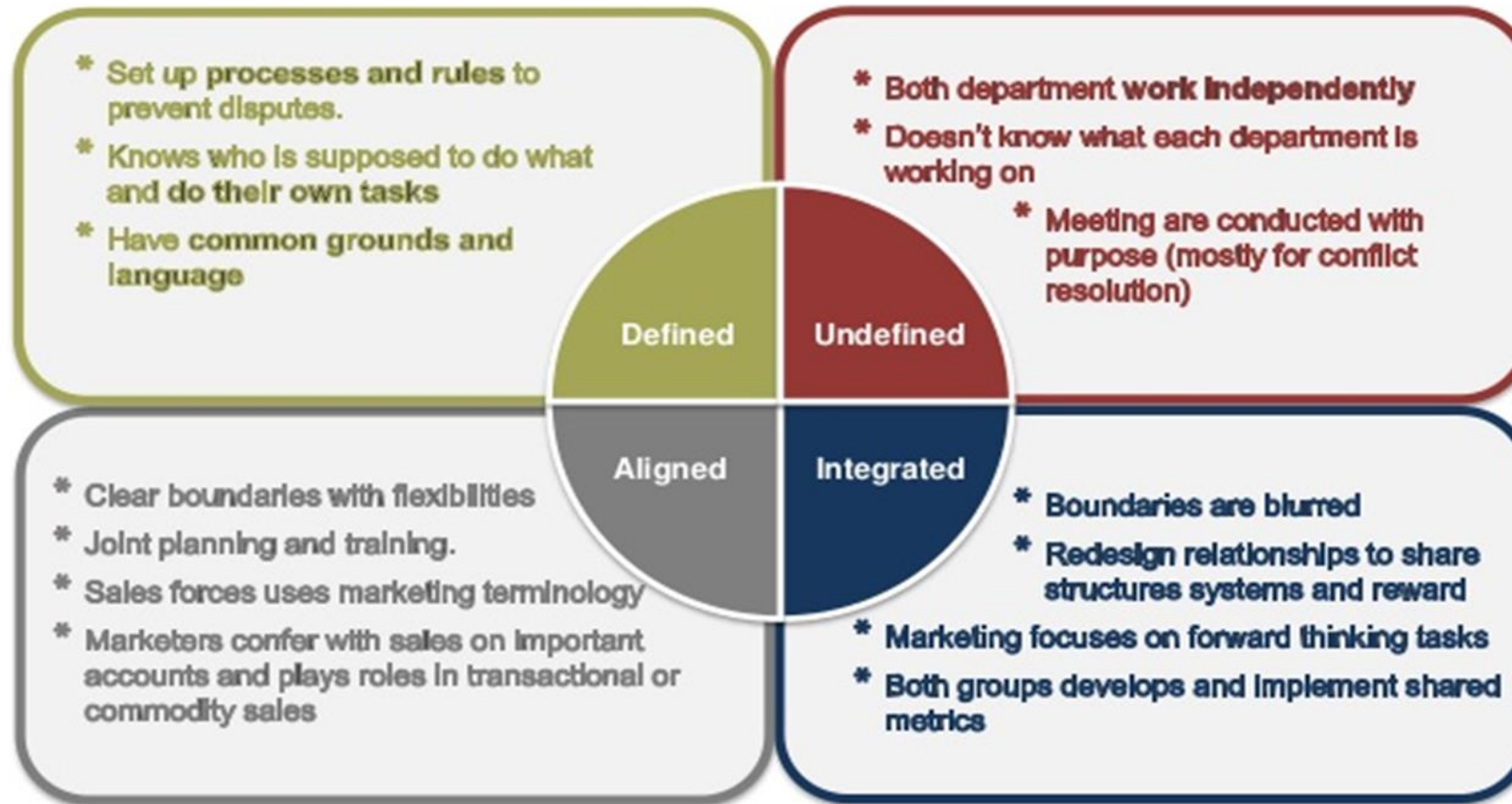
Stephen Schofield – Head of Business Development

# Wider opinion.....

Sales and Marketing are both working towards the same goal: securing business and helping their company grow. But *how* they do this differs significantly....and it's more important than ever to make sure they work together:

- The digital age
- Market forces
- Consumer trends
- What is a lead?
- Objections

# Is your sales & marketing strategy aligned?



# Open to suggestions?

in gs



[www.pgmutual.co.uk](http://www.pgmutual.co.uk)

PG Mutual Income Protection Plus.

Because none of  
us know when life  
might take a change  
for the worst.



**THANK YOU**

 **pg mutual**  
income protection plus