

Aligning Sales and Marketing to Drive Better Revenue Results



Jeff Davis

Speaker | Coach | Consultant | Podcast Host

Helping B2B companies “create togetherness”

Did you know - B2B companies’ inability to align sales and marketing teams around the right processes and technologies has cost them upwards of 10% or more of revenue per year (IDC)

I help B2B leaders strategically align Sales and Marketing to drive better revenue results.

You should work with me if your organization struggles with:

- Low attainment of sales quotas
- Poor quality leads from Marketing
- Weak opportunity pipeline or stagnant growth
- Dysfunctional relationship between Sales and Marketing

Speaker Topics

Togetherness: Achieving Sales and Marketing Alignment

Learn how today’s B2B organization is negatively impacted by marketing and sales misalignment and a framework to start the process of transformation to achieving better revenue results.

Building the Business Case for Alignment

Getting all the right stakeholders onboard with an alignment transformation can be difficult. Learn how to build the business case for why your leaders and colleagues should support aligning the marketing and sales teams.

Media and Speaking Engagements



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TheAlignmentPodcast.com

About me

I’ve worked in many different marketing and sales roles throughout my professional career of over 15 years. Working in several different types of organizations from large, global enterprises to early-stage startups has helped me uniquely understand how to strategically align marketing and sales to drive sustainable revenue growth. Let me leverage this expertise to help you transform the way your marketing and sales teams work together.

Testimonials

“Jeff Davis was instrumental in helping us formulate a sales plan and marketing strategy that was a good fit for our corporate personality and easy to implement. He also helped us form an approach to storytelling to drive our messages to key target customers.”

Donna, President, KaZoom Kids Books

“Jeff’s presentation style without a doubt keeps the attention of the audience. He has a great way of mixing together data and insights to inform the audience along with giving practical advice on what people should be doing differently.” Aurelien, Digital Marketing Manager, Dessault Systemes

“Jeff really gets how to help Sales and Marketing leverage each other to focus on increasing revenue for the company. His talk was both informative and practical”

John, GM, F&A Specialty Foods, Inc