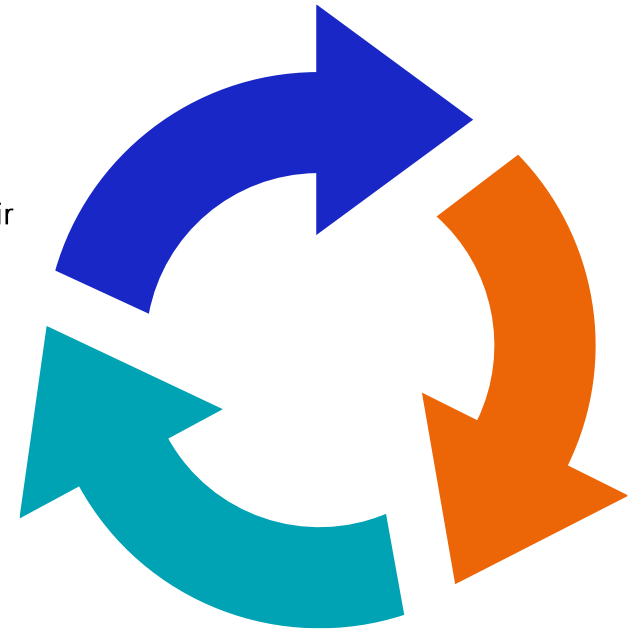
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How to use customer centricity to create a partnership with sales and marketing

Develop a shared understanding of the Buyer

- Define and agree the ideal customer
- Create a unified understanding of the ideal buyer and their buying process
- Define the Buyer´s Journey
- Together gather customer and buyer feedback



Agree on ways of working

- Establish a Service Level Agreement
- Share the same terminology
- Create and measure joint KPI´s and metrics

Create streamlined experiences

- Align the sales and marketing messages across the journey
- Define the perfect marketing to sales hand off moments
- Integrate your sales and marketing tools