

TRIPTYCH PRESENTS:

IMPERSONAL OR ROGUE: WHAT COULD GO WRONG?

The risk of sales and marketing misalignment

ROGUE SELLERS

Sales reps using their own content because they can't find what they need to deliver value to your clients.



TEAM DIVISIONS

Teams blaming others when inefficiencies come to the surface. This leads to a contentious culture and unproductive employees.

RESOURCE IMBALANCES

Marketing or sales funds going to the wrong place or having staff in inappropriate roles.



LOW MORALE

Inefficiencies cause frustration and discord, and eventually, the loss of your best people.

POOR REVENUE RESULTS

signs of failure showing up in missed quotas and a loss to revenue and your organizations bottom-line.



Learn more about the solutions to your misalignment woes in our new blogpost: "Personalizing Sales in Regulated Industries"