Best Practices



Smarketing: The **Integration** of Sales and Marketing

"Smarketing" is a cleverly descriptive term illustrating the integration of sales and marketing, which seems to be more and more appropriate as both disciplines evolve closer together.

The whole sales process has changed dramatically in the past decade, with buyers having much better access to product details, competitive alternatives, pricing, and online reviews.

Participate in this Best Practices installment and instruct our readers on how the concept of smarketing can help their companies adjust to this new type of customer, one who is better educated and not reliant on salespeople for information to create their short lists of possible vendors.

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Content Due: August 12, 2020

Also in September: Al and the Contact Center: What You Need to Know

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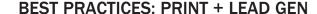
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