

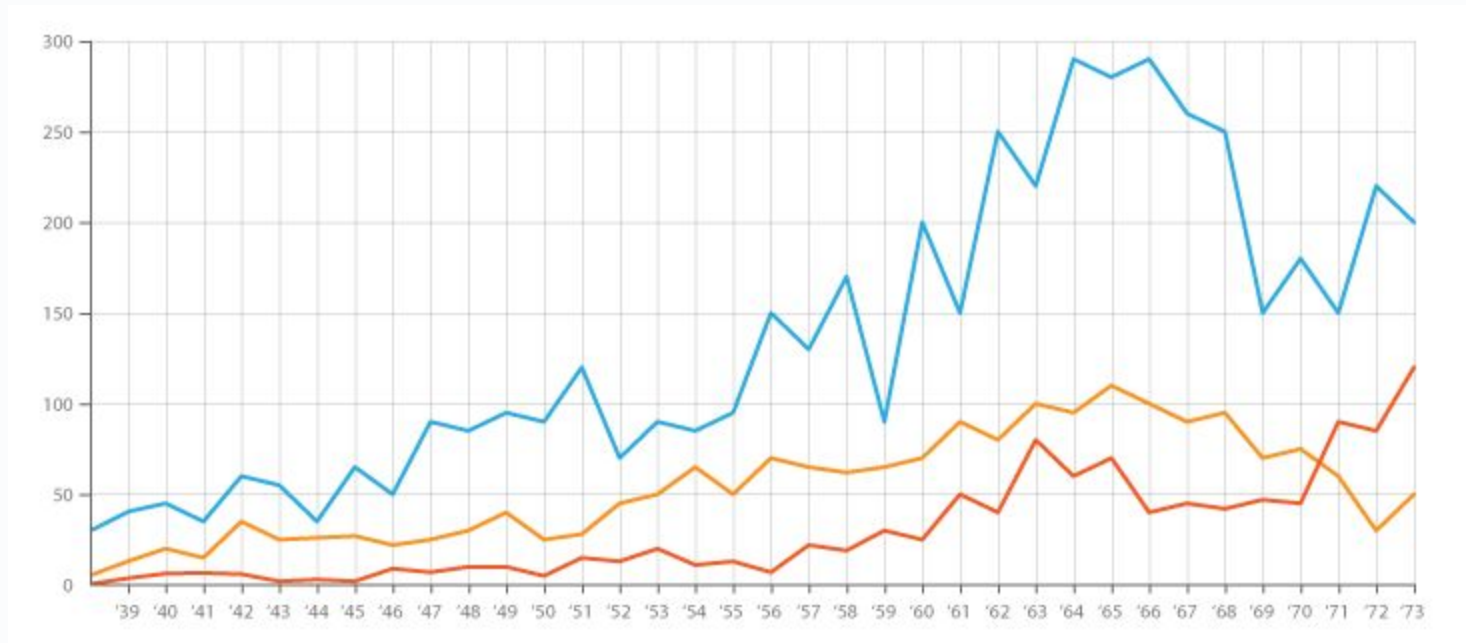
- **SMARKETING** -

June 2016

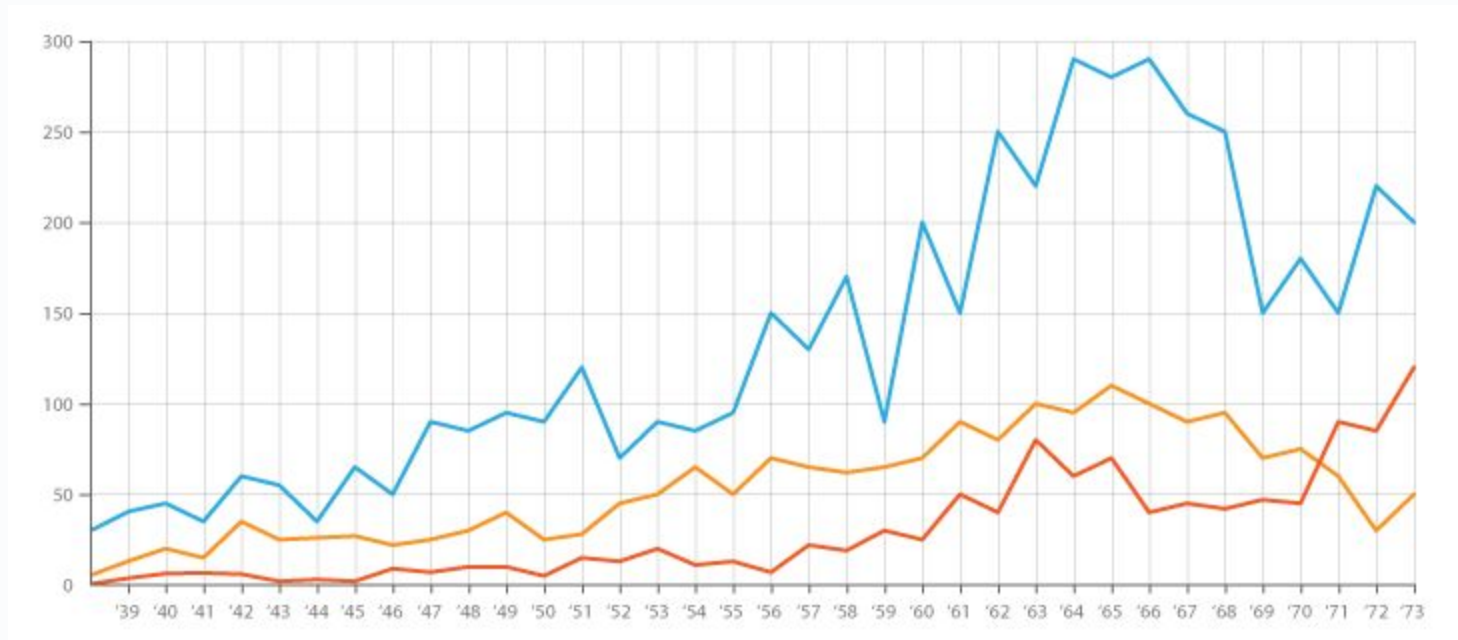
Agenda:

- Where are we at? (15 minutes)
- What's up in Marketing? (15 minutes)
- What's up in Sales? (15 minutes)
- Rockstar Recognition Awards (10 minutes)

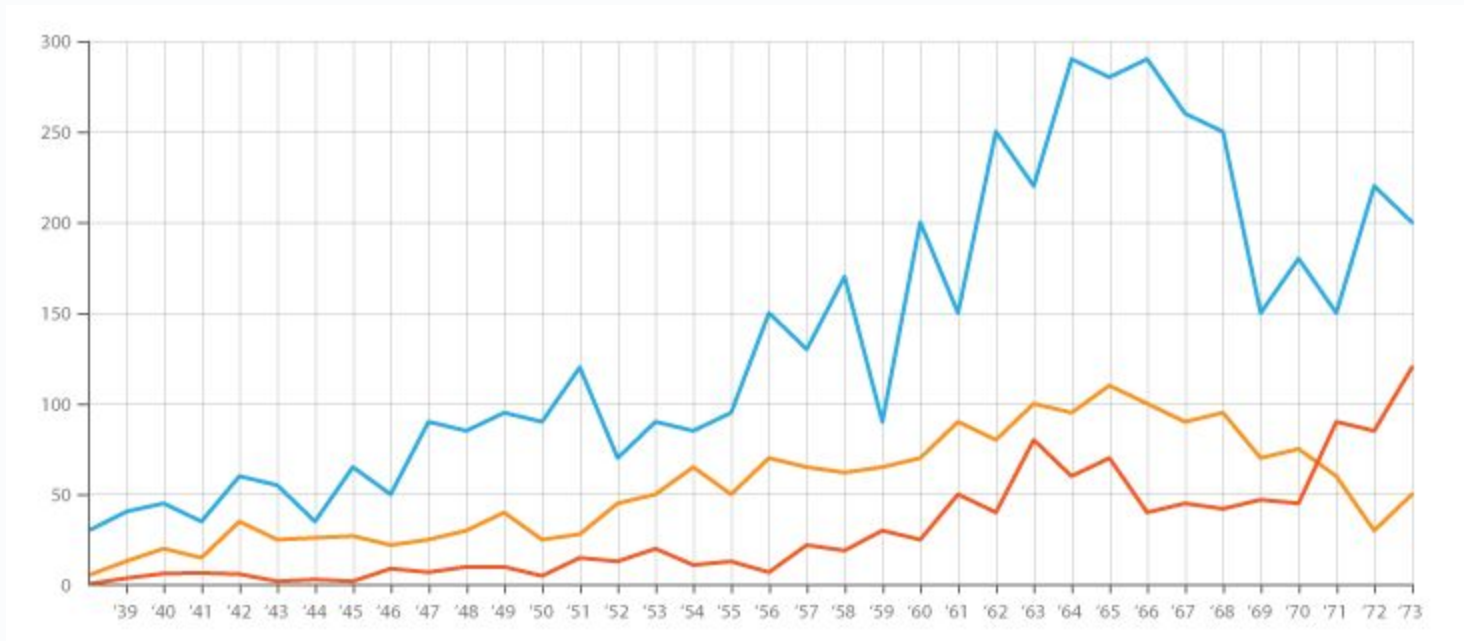
Where are we at?



Give your team insight into the health of the business, and show them where things stand.



Be explicit about areas for improvement, trends you're seeing, and potential threats from external factors.



If possible, compare the current data with historical trends.

What's up in Marketing?

New Marketing Materials

- New sales enablement collateral
- Product demo videos
- Content to share with prospects
- Upcoming awareness campaigns

The monthly all-hands meeting for sales and marketing is a great time for marketing to share new sales enablement collateral, new product positioning, or new narratives that may be helpful to sales.

Recent Experiments

- What we did
- Why we did it
- How it worked
- What was the outcome

It's also a great time to share the results of recent marketing campaigns. Showing off the work the team is doing has a positive impact on helping the sales team feel supported.

What's up in Sales?

New Process

- Talk through any new processes or tactics
- Take time to reflect on what's working well

Be sure to discuss any new processes or tactics the sales team is either testing or has recently implemented.

Sales Call Screening

- Listen to a sales call recording
- Share a great sales email template
- Reflect on recent win/loss data
- Help everyone understand what's happening on the front lines

Share a segment of a recorded sales call or a summary of recent win/loss data to help sales and marketing get a good sense of what's happening on the front lines. If there are common challenges sales reps are facing, discuss how the team can combat those challenges.

ROCKSTARS

Take some time to recognize teammates for the positive impact they've made on the team.



SALES ROCKSTAR

Amy King, Inside Sales Executive

Rewards can be based on quota or something less tangible; like going above and beyond to support the greater team's goals.



MARKETING ROCKSTAR

James Morgan, Senior Video Producer

Aside from a shout out at the team meeting, try to come up with another reward -- a gift certificate, lunch with top leaders, a small gift or a token of appreciation.