

# SALES x MARKETING

weekly leadership sync

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**January 5, 2017**

**Attendees:** Joe Sawyer, Amy Reed, Jay Patel

**Agenda:**

**Review performance dashboard | 5 minutes**

- This is where you'll review key metrics related to your SLA
- Use your agenda to link directly to your SLA
- And be sure to link to your reporting dashboards, too

**Marketing team updates (Amy) | 10 minutes**

- Marketing should share any recent experiments
- Talk about upcoming campaigns
- And new opportunities for lead gen

**BDR team updates (Jay) | 10 minutes**

- Be sure to talk about process
- Are leads moving through the system okay?
- Is anything falling through the cracks?

**ISC team updates (Joe) | 10 minutes**

- Sales should take this time to also share insight into what's happening
- Are new competitors emerging?
- Is there collateral marketing could provide to help sales close deals?

**Pulse check | 10 minutes**

- What do you need in order to hit your goals?
- Does anything need to change?

**Action items:**

- (Jay) Always keep track of action items and send notes following each meeting
- (Joe) Be sure to keep note who is responsible for what