

# SALES ENABLEMENT IN THE AGE OF COVID-19

Using Marketing tools, talent and technology to Connect  
& Convert

Aligning marketing with sales requires content creators to understand the needs of sellers and the wants of prospects.

This interactive virtual program is designed to break down barriers, open communications and achieve alignment between sales and marketing teams by introducing strategies and tools that are guaranteed to get your products and services noticed by the clients that count.

Along with key insights and observations on the current marketing landscape, attendees will also get an introduction to powerful and practical tools and strategies to expand their marketing footprint across multiple channels.