



**Bridging the Gap Between
Marketing & Sales:**

**Fostering Alignment for Channel
Growth**

Before we get started...



We respect your time.

We will not run more than 30 minutes.



Questions are encouraged.

Use the “Question” link in the bottom of your screen. We will answer all your questions!



An interactive webinar.

You will be able to participate in live polling. Click your answers on-screen.



A recorded version of this presentation.

We are recording today's session and will send to everyone within the next few days.

Speakers



Kristin Carey

Vice President, Partner Development



Debbie Kestin Schildkraut

Vice President, B2B Marketing



About eTrigue

- “Thru + With” Channel Marketing Programs
- Platform + Services Together
 - ✓ Specialize in Channel
 - ✓ Digital Marketing Program Execution
 - ✓ AI Lead Insights & Sales Performance Tracking
 - ✓ Creative, Content & Execution Team
- Supporting 93 countries, 21 languages
- HQ: San Jose, CA

Clients:





**Bridging the Gap Between
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Growth**

Agenda

- How to unlock new opportunities with **AI-driven** customer insights
- Fuel channel success through **distributor** partnerships
- Ideas for improving **cross-channel** communication
- How to accelerate **data-driven** results across your network



The Problem

Sales:

- “These leads aren’t ready to buy.”
- “The messaging doesn’t resonate with prospects.”
- “We don’t have the content we need.”
- “Marketing doesn’t involve us.”
- “Campaigns are too generic.”

Marketing:

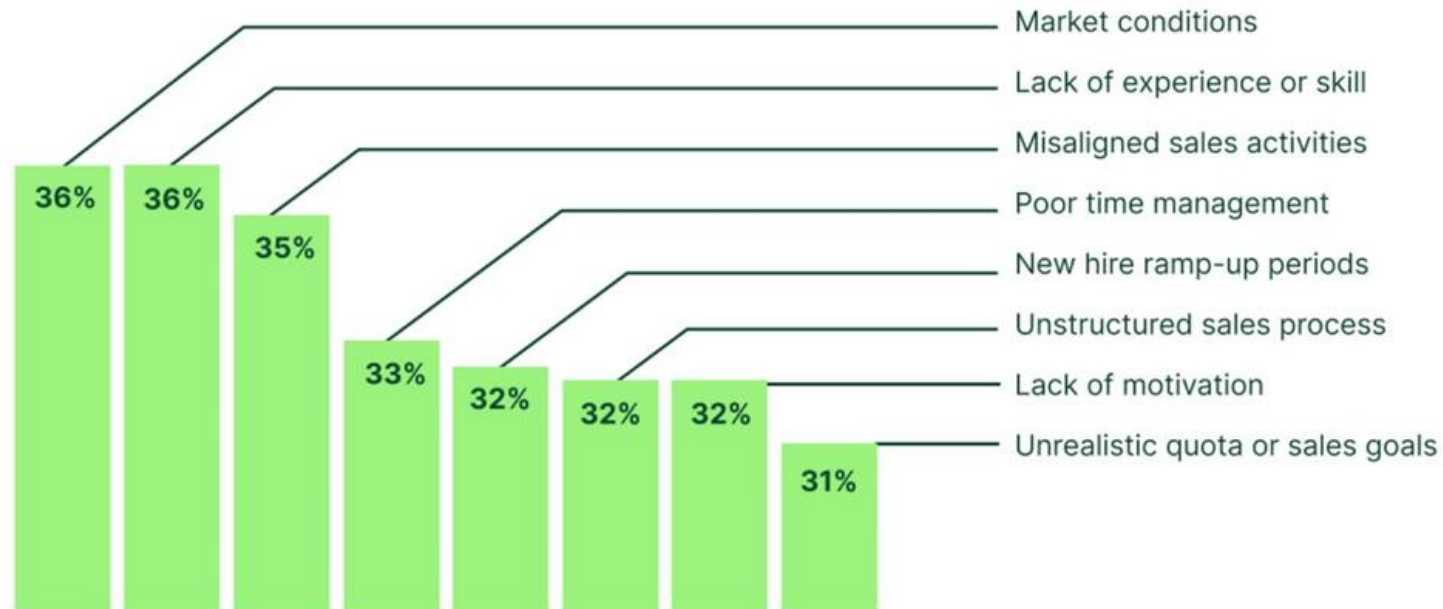
- Sales doesn’t follow up on leads promptly (or at All)
- No feedback on lead or campaign quality
- Sales goes off brand or off message
- Reps don’t use marketing content or tools
- Sales takes credit without acknowledging Marketing’s contribution

Demand Gen Report B2B MX Summer Camp 2025

Quota Attainment + Main Reasons for Missing Target

91% of organizations failed to hit sales quota this year

91%



Solving the Channel Partner Marketing Problem

Partner Portals



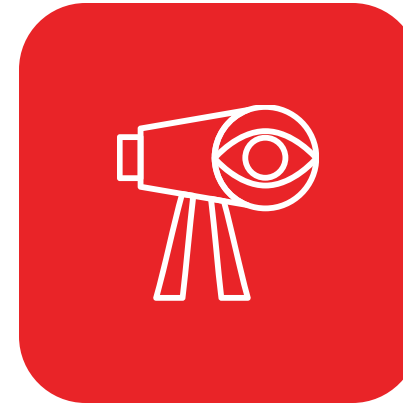
Content created for partners doesn't get used

Campaign Timing



Partners don't reliably market when you want

Channel Visibility



Little visibility into marketing reach & engagement

Partner Follow-up



No feedback on MQL follow up by partners

eTrigue "Scalable" Through Channel Marketing

Market on behalf of partners – personalized for the partner, coming from the partner

Vendor control over timing, content and audience

Full visibility of partner reach, list quality, response rates, and MQL's

Real-time MQL "Insights" - visibility into partner follow up

Control Over Partner Marketing from Campaign Launch to MQL to "Insightful Follow-up"

What Does Marketing & Sales Alignment Look Like?

- Better business growth
- Comes from the top – leadership
- **Marketing**: Understands industry at large, best avenues for growth
- **Sales**: Front line of the customers
- Share real-time feedback to marketing
- Collaboration of dialogue

Sales & Marketing Team Collaboration

Objectives:

- Marketing Plans supported by Sales
- Communication + Alignment
- Unified Messaging
- Customer Satisfaction
- Mutual Success
- Metrics, Scorecards + QBRs
- Scale Your Channel Programs

ToDos:

- Schedule QBRs
- What's Working/What's Not
- Invite Sales + Marketing
- Solicit Sales Feedback and Input
- Set-up Partner Feedback Loop

Distribution.....for Scale 100x

Benefits of Partnering with Distributors:

- Sales Enablement
- Funding
- Processing Orders at Scale
- Extension of the Channel
- Tools / Portals – Sales Enablement, Co-Marketing Resources, Webinar Trainings
- System for Delivering SQLs
- Pipeline Tracking and Progression
- Recruit additional Partners to sell your solutions

Sales & Marketing: Areas of Alignment

Topic	
Share Customer Insights	Sales can provide real-time feedback from prospects and clients to help marketing refine messaging, campaigns, and content strategy.
Align on Target Personas	Both teams should collaborate to define and regularly update ideal customer profiles (ICPs) to ensure consistent targeting and outreach.
Create Sales-Enablement Content	Marketing can produce tailored materials (e.g., case studies, battle cards, email templates) that support the sales team's conversations and help move leads through the funnel.
Coordinate Campaigns & Timing	Regular communication ensures marketing campaigns align with sales initiatives , product launches, or seasonal pushes, maximizing impact.
Track & Optimize Together	Jointly monitor lead quality, conversion rates, and campaign ROI to continuously improve strategies and ensure both teams are driving toward shared revenue goals.

MARKETING
+
SALES COLLABORATION
=
CUSTOMER SATISFACTION
+
BUSINESS SUCCESS

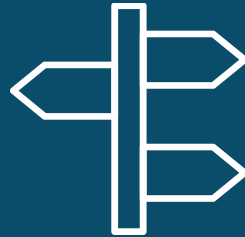
Get a Complimentary Partner Marketing Roadmap:



Peer
Rankings



Personal
guide to scale
partner
marketing



Tips on what
to prioritize
for the most
impact



[eTrigue.com/Roadmap](https://etrigue.com/Roadmap)



Thank you!

Let's meet:
etrigue.com/demo

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