

Creating sales & marketing alignment through a more fluid business process.

THE BUSINESS PROCESS SERVICE PACK

Let's be honest: getting sales and marketing to agree on anything is difficult, let alone standards and processes. **But that's why LeadMD exists:** we're experts at leveraging the technologies you've invested in to get at the results you and the other side need.

With our Business Process Service Pack, LeadMD creates the mechanisms you need to track the flow of records in your system for measurement, functional changes and optimization.

What we'll do together

Discover



During the Business Process Service Pack, we take a deep dive into your current marketing and sales process and see just how Marketo and Salesforce are supporting each.

Define



LeadMD Business Process consultation takes LeadMD's best practices combined with your organization's nuances to form the perfect operationalization plan.

Deliver



At the end of it all, you'll have a custom revenue cycle model (RCM), a lead lifecycle program with smart campaigns for each stage, and full documentation to ensure you're positioned for success.

Visualize success with the Business Process Service Pack

WHAT YOU GET

The Outputs

- A visual depiction of your process
- An organization that is on the same page
- Full visibility into all stages of your sales funnel via a lead lifecycle program
- Training on the build out and future optimization



HOW YOU'LL HELP

The Inputs

The biggest factor for success with this service pack is AGREEMENT between marketing & sales.



To get this done right, we need **6-8 hours of your time** consisting of conversations, a bit of soul-searching, and team spirit.

The Bottom Line

Sales and marketing misalignment is an all-too-common problem. Although it may seem that both departments have different objectives, the end goal is the same: *to drive sales & revenue.*

When there is marketing & sales alignment, the right deals can be closed, and often in less time. *Are you ready to get sales & marketing aligned?*

[GET STARTED TODAY](#)

Other services that will help your team succeed in digital marketing

Lead Scoring

Our suggestion is to let lead score drive key areas of the funnel.

Don't leave becoming a qualified lead up to chance.



Lead Nurturing

If a lead lifecycle is an engine, nurture programs are the fuel.

Ensure you have enough work for those thirsty sales folks.



Buyer Personas

What do they want? What do they need? The lead lifecycle helps you determine the funnel stage, but now you need content that resonates & motivates.

