



# SALES & MARKETING PEER GROUP

Gain insights for effective processes that create loyal customers  
Expand knowledge base by interacting with other professionals  
Build a network of professionals facing similar challenges



## TYPICAL CHALLENGES

- Developing an integrated brand and marketing communications strategy
- Staying current with digital transformation affecting the practice
- Creating value for customers by offering highly sought-after products
- Evaluating the 4Ps and 4Cs of the marketing and sales strategy
- Developing sales talent to work with marketing to convert prospects
- Applying analytics to make best decisions about resource allocation

"I have been a member of the Sales & Marketing peer group for several years. Being a member is like having your own Board of Directors to provide a sounding board for your ideas. I recommend it to all industrial sales and marketing professionals." - Jon A., Director of Global Marketing & Sales

## HOW YOU BENEFIT

- Sharing best practices in a setting with candid and confidential feedback
- Subject matter experts demonstrate beneficial technologies and practices
- Building a strong network of sales & marketing peers that offer feedback
- Access to online peer group forum and video library for personal growth
- Discounts for workshops, certification classes, and on-site training
- Resources and proven solutions to help you achieve your goals

### BECOME A MEMBER!

Join your peers.  
Contact us today.