

# Sales and Marketing Alignment Workshop

## Agenda

Date: [Insert Date]

Time: [Insert Start Time] - [Insert End Time]

Location: [Insert Location]

## Agenda

- 9:00 AM - 9:30 AM**  
Welcome and Introduction
- 9:30 AM - 10:15 AM**  
Current State of Sales and Marketing: Key Challenges and Opportunities
- 10:15 AM - 11:00 AM**  
Breakout Session: Identifying Alignment Gaps
- 11:00 AM - 11:45 AM**  
Enhancing Collaboration: Tools and Best Practices
- 11:45 AM - 12:30 PM**  
Case Study: Successful Sales and Marketing Alignment
- 12:30 PM - 1:30 PM**  
Lunch
- 1:30 PM - 2:15 PM**  
Establishing Shared Goals and KPIs
- 2:15 PM - 3:00 PM**  
Group Discussion: Actionable Strategies Moving Forward
- 3:00 PM - 3:15 PM**  
Closing Remarks and Next Steps