



Sales & Marketing Alignment (RevOps)

A Top7 CMO Service • **FRACTIONAL**

Shared metrics and a clean handoff process between marketing and sales, so leads don't disappear in the gap between teams. You get a revenue team that actually functions like one team.

HOW IT WORKS

1. Audit the current handoff process
2. Define shared metrics & definitions
3. Build the lead handoff workflow
4. Review alignment monthly

VALUE TO YOU

- Fewer leads lost between marketing and sales
 - One shared definition of a qualified lead
 - A revenue team that acts like one team
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Let's talk about your growth engine. info@top7llc.com | www.top7llc.com