C-SUITE MARKETING Perspectives

Podcast-"CSO POV: How To Get Marketing More Involved in

GUEST:

Megan Howe



HOST:

Steve MacDonald



What's Inside:

Full Episode Video
Full Episode Audio
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Full Episode Article
5:38 Summary Video
Summary Article
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ABOUT Megan Howe

Megan Howe, the Chief Sales Officer at Oversight, discusses the importance of getting marketing more involved in sales. She emphasizes aligning sales and marketing efforts to exceed new customer acquisition targets. They explore the need for quality content that sparks conversations and positions the company as a trusted advisor. They also discuss the value of incorporating the customer's voice into marketing efforts and the importance of open dialogue and collaboration between sales and marketing teams.

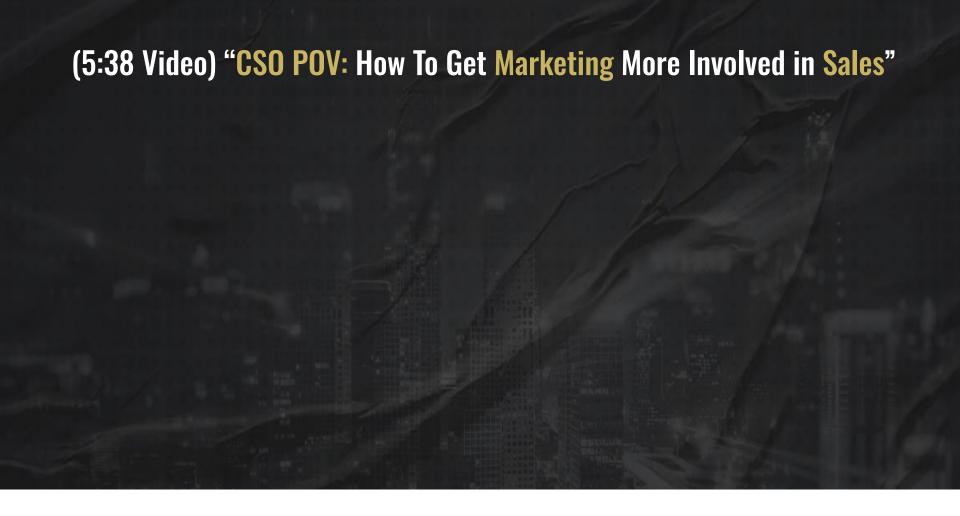




"Nobody wins from being secretive or defensive. As a sales leader, I've been known to say, we don't have to win alone and we sure as heck don't have to lose a deal alone." - Megan Howe

FULL EPISODE: Topics Covered

Understanding the Empowered B2B Buyer
The Consultative Sales Approach
Understanding the Why and How
Overcoming Historical Stereotypes
Leveraging Modern Technology



In a 5:38 video, Megan Howe highlights aligning sales and marketing efforts to surpass new customer acquisition goals. Emphasizing quality content and incorporating the customer's voice, she underscores **open dialogue and collaboration between sales and marketing teams**.

YOUTUBE SHORT: Navigating Targeted Marketing for Sales Success

"It's incumbent on sales leaders, or at least I'll say for myself, to help understand the ABM and targeted marketing side of the house." - Megan Howe C-SUITE MARKETING Perspectives



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