



News with Edge: When Sales and Marketing Play Nice, Everyone Has Fun

Welcome to News with Edge!

'When Sales and Marketing Play Nice, Everyone Has Fun'

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Welcome to News with Edge!



"Too many cooks in the kitchen!"

"The left hand doesn't know what the right is doing!"

"Not my circus, not my monkeys!"

We've all heard these phrases, and they're easily applied to business scenarios in which the separation between departments interferes with the success of the entire company. That disparity can affect efficiency, productivity and, therefore, the bottom line.

In our article this month, Cindy talks about four ways to help your organization's sales and marketing teams work together to better align, for the benefit of the entire operation.

Please [email me](#) if you'd like to discuss how cohesive collaboration between sales and marketing can help your organization meet its collective goals.

Lastly, the National Law Journal Best of 2019 Survey is live. Please [vote for Edge](#) in questions #5, #8, and #9, by November 18th.

Thanks very much for your support!



Amy L. Juers, MBA
Founder and CEO
Edge Marketing, Inc.

When Sales & Marketing Play Nice, Everyone Has Fun



Some of the most successful – and fun – client relationships we have at Edge Marketing are the ones in which we, the marketing experts, work directly with the sales lead at our clients' companies.

As marketers, it is our job to know the industry better than anyone else and, when we work directly with sales, we can give them exactly what they need to engage their target audience.

[Read the article](#)

About the Author

Since 2008, Cindy Moen has worked with Edge Marketing clients to help grow their businesses through thoughtful and well-planned marketing communications. When she's not working, Cindy and her husband are helping their two teenage sons navigate ACTs, college applications, high school sports teams, and Eagle Scout projects.



Did You Know...?

According to the [TAS Group](#), misalignment of sales and marketing costs B2B companies 10% of revenue per year.

Industry Stories and News

Read the latest top stories and industry news!

Insource or Outsource? How and When to Effectively Supplement Your Technology Team

Legal Tech: Stop, Collaborate and Listen -- Collaboration Tools Are A Brand New Invention

DLA Piper Uses Tech to Restructure Support Services Across All U.S. Offices

Phishing for Whales with Spears

Veritext Legal Solutions works to increase interest in court reporting careers

Upcoming Events

Check out these upcoming industry events!

Winning is Everything - January 23-25, 2019, Las Vegas NV

ALM's Legalweek: The Experience - January 28-31, 2019, New York

AIMM Conference 2019 - March 26-28, 2019, San Diego CA

CLOC - May 14-16, 2019, Las Vegas NV

AICPA Engage - June 9-13, 2019, Las Vegas NV

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