

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) [SIGN-UP NOW!](#) Click to become a Member for Free!



The Customer Edge



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

**The Customer Edge with Game Changers,
Presented by SAP**

Wednesday at 12 Noon Pacific

**September 17th 2014: Special Encore Presentation: Sales
and Marketing - Perfect Marriage?**

The buzz: Marriage. It's no secret that sales and marketing typically work in parallel and rarely together. But at today's successful companies, these teams are forging a strong, collaborative alliance that enables them to know their audience better, grow sales, and boost loyalty in this age of the connected, empowered customer. Can this marriage last? The experts speak. Jeff Tanner, Professor: "Salespeople are being abused in the name of marketing in far too many organizations. Free the salespeople!" Barry Trailer, CSO Insights: "The traditional relationship: Sales says to Marketing, 'The

[Read more](#)



Tune in

Wednesday at 12 Noon Pacific Time
on VoiceAmerica Business Channel

[LISTEN LIVE](#)

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

Questions? Comments?
Call In Live!

Toll Free: 1-866-472-5790

Int: 001-480-398-3352

Share This Episode



Connect with VoiceAmerica

Download our mobile apps



PressPass
ALL ACCESS. ALL THE TIME.

Come See what the
VoiceAmerica
hosts are writing
on PRESSPASS