



London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 11 January 2026 To 15 January 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

Aligning sales and marketing strategies is essential to drive growth and efficiency within an organization. This 5-day professional course is designed to bridge the gap between sales and marketing teams, enabling them to work cohesively towards shared business goals. Throughout the course, participants will gain insights, tools, and strategies to foster collaboration, improve communication, and align their efforts for maximum impact.

- Understand the importance of sales and marketing alignment.
- Identify key challenges and solutions in aligning these teams.
- Learn to create integrated sales and marketing strategies.
- Develop effective communication and collaboration frameworks.
- Measure the impact of alignment on business outcomes.

Course Outlines

Day 1: Understanding Alignment

- Introduction to sales and marketing alignment concepts.
- Benefits of alignment for business growth.
- Identifying gaps and challenges in current strategies.
- The role of leadership in fostering alignment.
- Case studies of successful alignment initiatives.

Day 2: Building Communication Bridges

- Effective communication techniques between sales and marketing teams.
- Creating a common language for mutual understanding.
- Implementing regular cross-departmental meetings and updates.
- Utilizing digital tools to enhance communication.
- Conflict resolution strategies and maintaining harmony.

Day 3: Integrated Strategies

- Developing a unified sales and marketing plan.
- Identifying and targeting ideal customer profiles together.
- Coordination in content creation and campaigns.
- Leveraging data for strategic decision-making.
- Tools and technologies to support integrated strategies.

Day 4: Fostering Collaboration

- Building a culture of collaboration and shared goals.
- Collaborative project management techniques.
- Creating joint metrics and KPIs for performance tracking.
- Reward systems and incentives for cross-team efforts.
- Workshops and team-building activities to enhance trust.

Day 5: Measuring and Sustaining Alignment

- Key performance indicators for sales and marketing alignment.
- Feedback loops and iterative improvement processes.
- Conducting regular alignment audits and assessments.
- Long-term strategies for sustaining alignment.
- Celebrating successes and continuous learning.