

# Integrated sales and marketing health check matrix

COMPLEX  
MULTI  
TOUCH LONG  
PROCESS

SALES  
CYCLE  
COMPLEXITY

QUICKLY TO  
SALES



EXISTING LEVEL OF INTEGRATED MATURITY



**Compass Integrators:** Do a few things well but not very connected between sales and marketing



**Map Integrators:** Certain pieces of marketing and sales are integrated but key barriers still exist

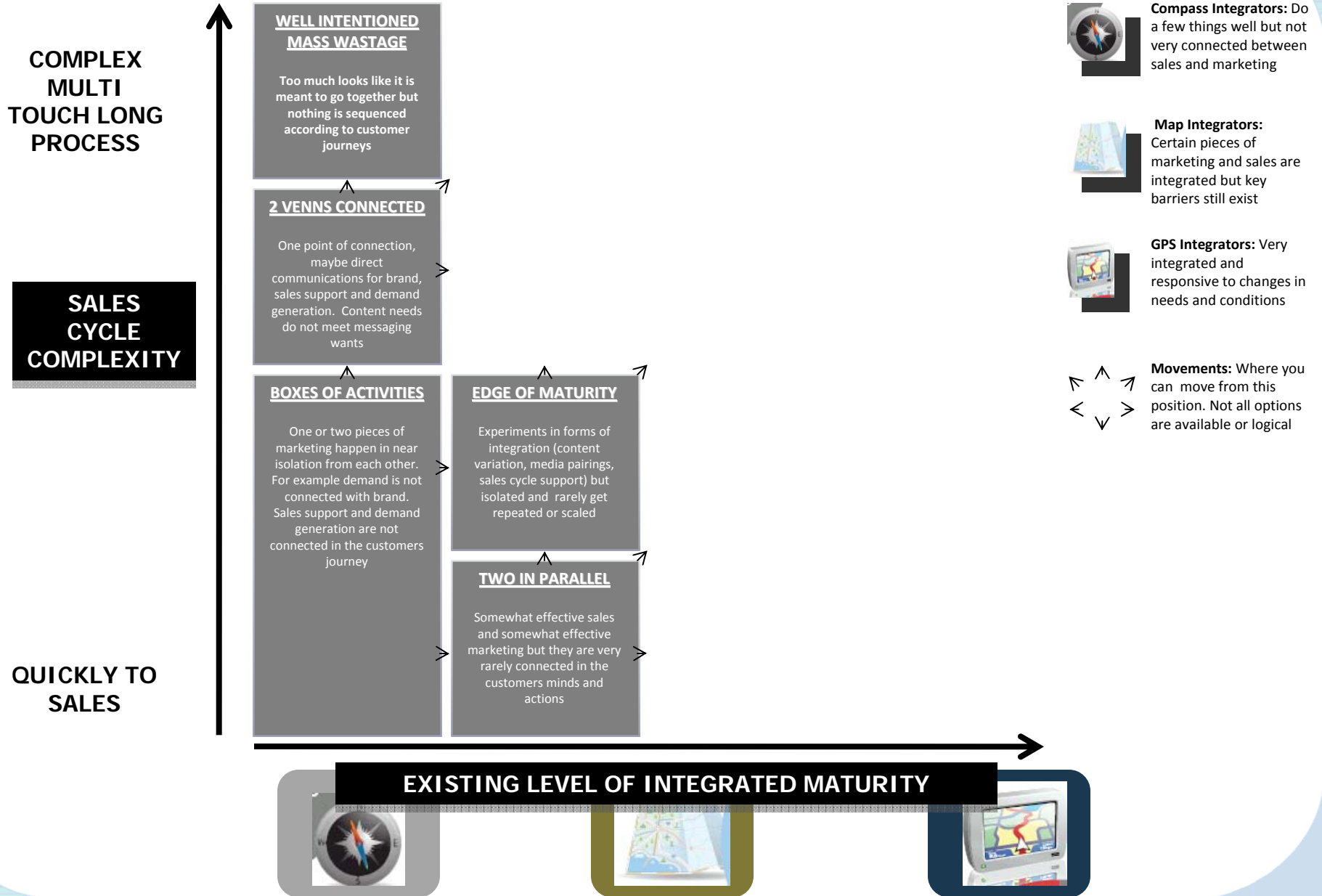


**GPS Integrators:** Very integrated and responsive to changes in needs and conditions

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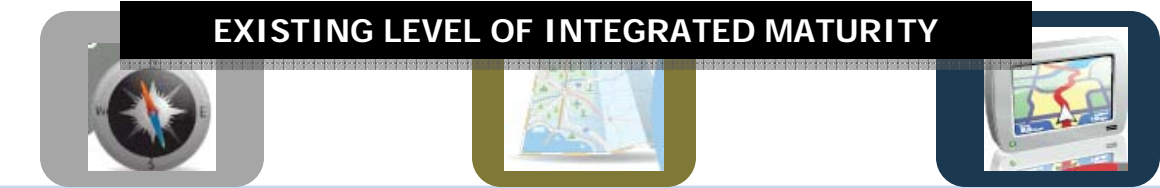
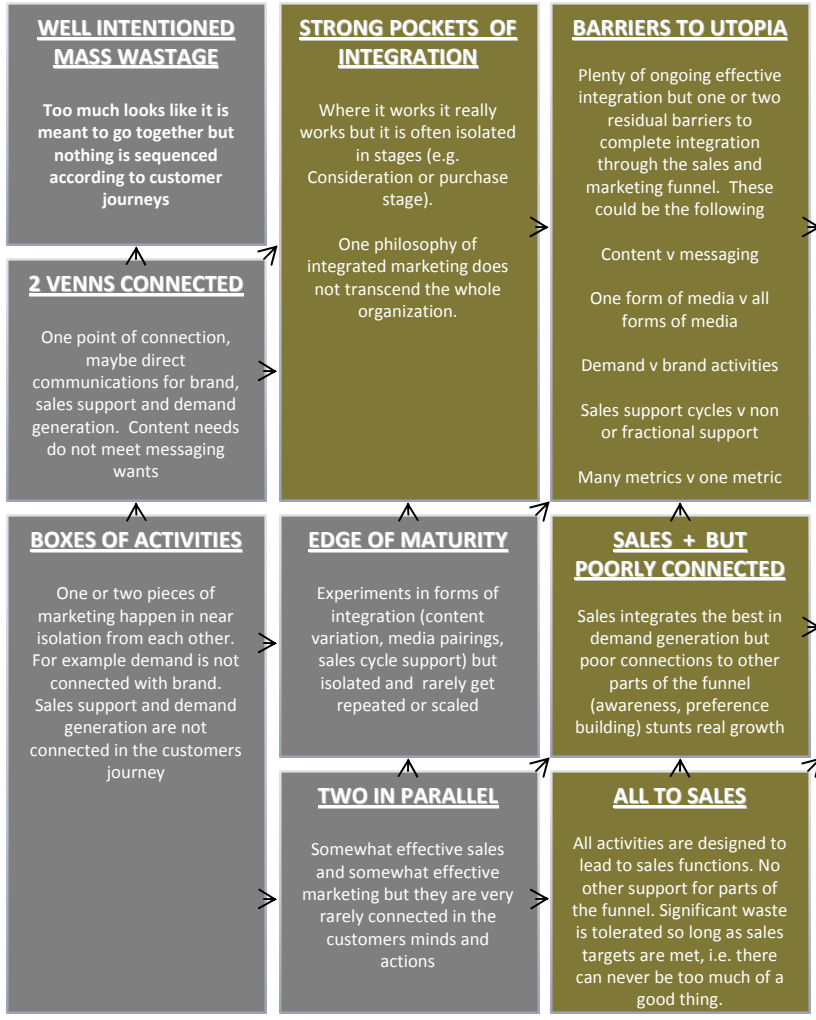



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
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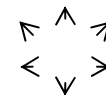
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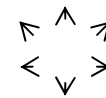
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