

Welcome to Today's Webinar

Sales and Marketing Alignment to Boost Productivity and Revenue Growth

Tuesday, Jan. 13, 2026, 2 p.m. Eastern time



Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association



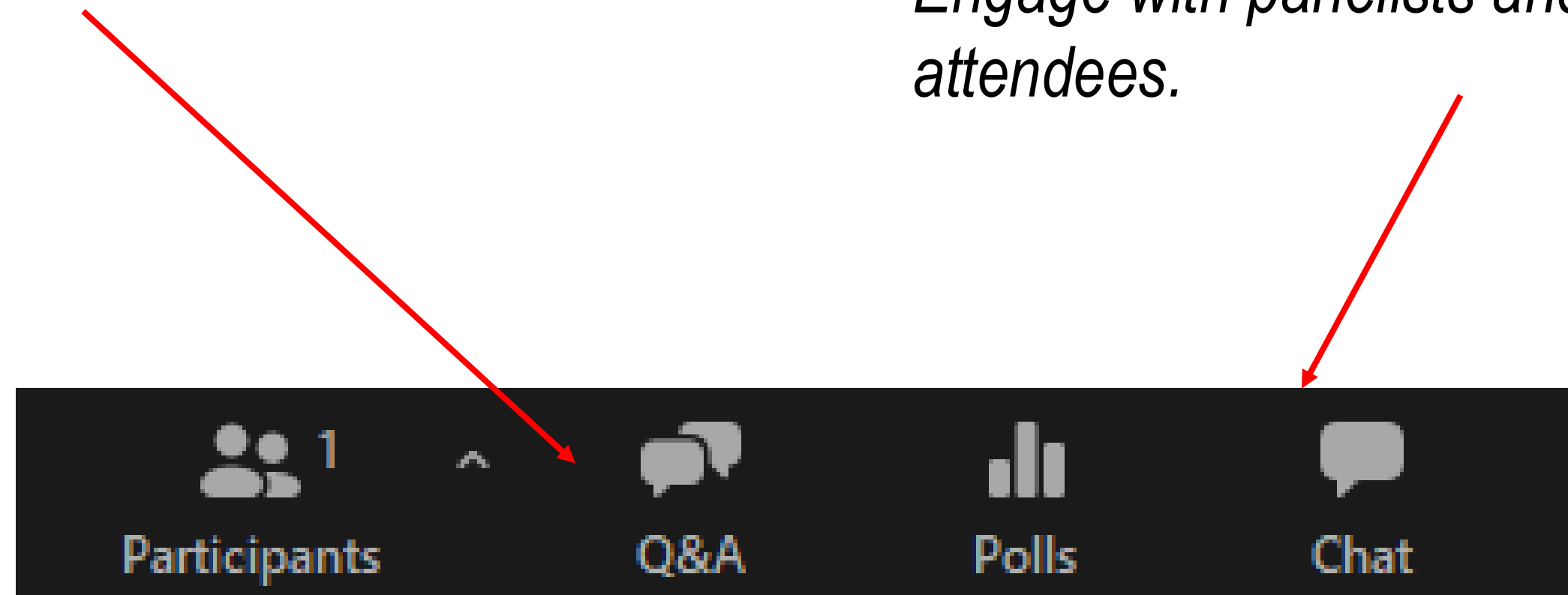
Ask a Question, Engage With Other Attendees

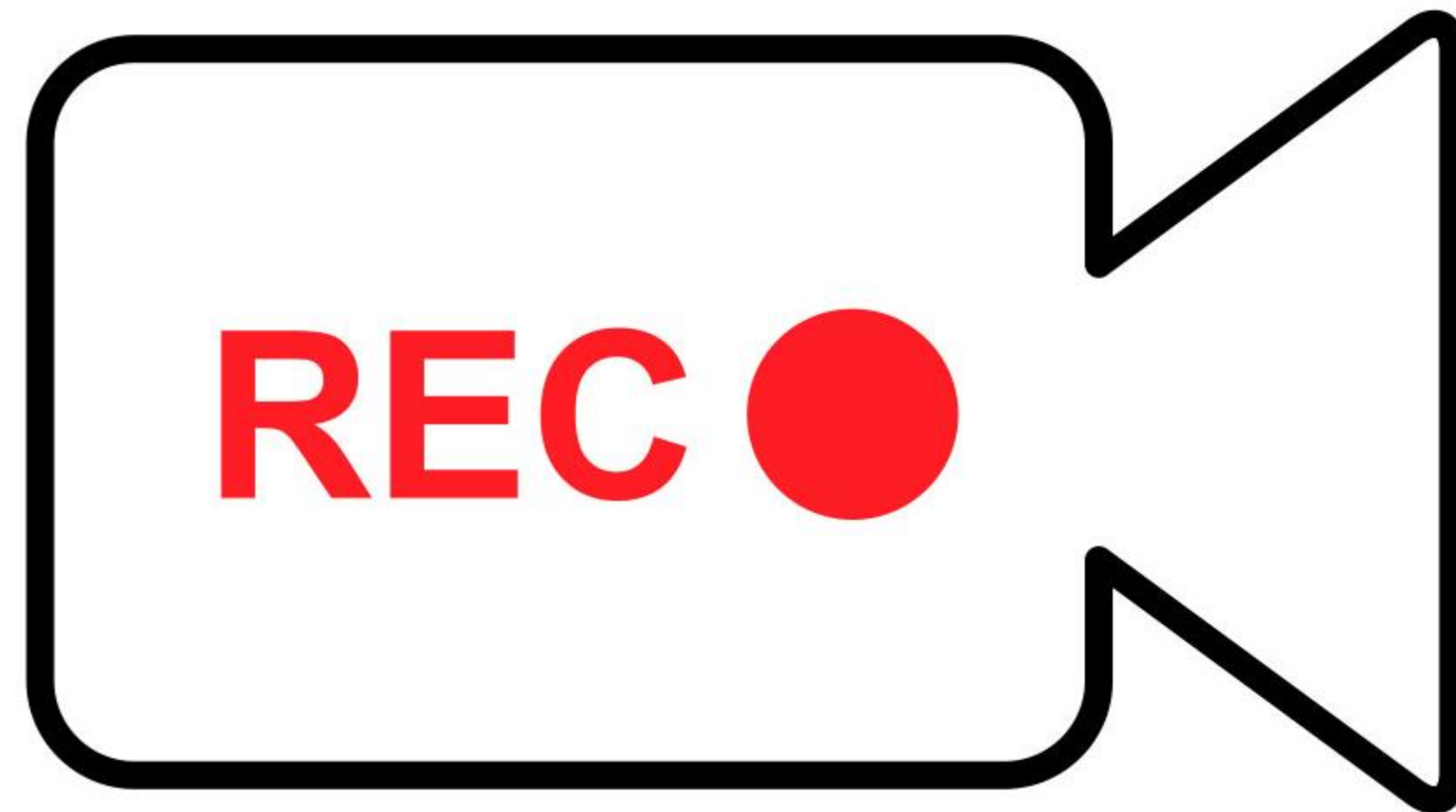
Q&A

Type your questions for the panel into the Q&A box

Chat

*Start a conversation—say hello.
Engage with panelists and other attendees.*





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Activity ID: 26-MMKHQ



Sales and Marketing Alignment to Boost Productivity and Revenue Growth

SPEAKERS



Tom Kosnik

Founder & President
Visus Group



Yvonne McAteer

Co-Founder
Outpace Digital Marketing



Tuesday
13 January 2026



Time
2-3 PM, EST

VISUS GROUP

Outpace
DIGITAL MARKETING

What to Expect Today

How your staffing firm compares to our sample set of staffing firms around sales and marketing alignment.

How to create a practical framework to align the buyer journey with sales and marketing motions.

Immediate actionable steps to strengthen collaboration, reduce friction, and improve sales and marketing productivity.

Marketing Matters...

It moves B2B buyers

9 out of 10 B2B buyers say online content has a moderate to major effect on purchasing decision (Gartner)

69% of buyers said primary research data relevant to their business and what matters to them would be extremely influential in them accepting a sales meeting (RAIN Group)

Sales and marketing teams that are aligned are 2X more likely to achieve their revenue goal (Mutiny)

And Yet

Staffing leaders survey

Only 50% of leaders report their sales and marketing teams are “occasionally aligned”

Only 6% are using content as a core go to market strategy

Insights (What's Interesting?)

Visus Group Staffing Roundtables Proprietary Survey

Fall 2025

Strengths

Operating rhythm exists: 75% meet monthly or more.

Many firms are already mostly proactive in BD and “mostly integrated” in martech

Nearly 44% generate $\geq 50\%$ of new business proactively.

Insights (What's Interesting?)

Opportunities/ Gaps

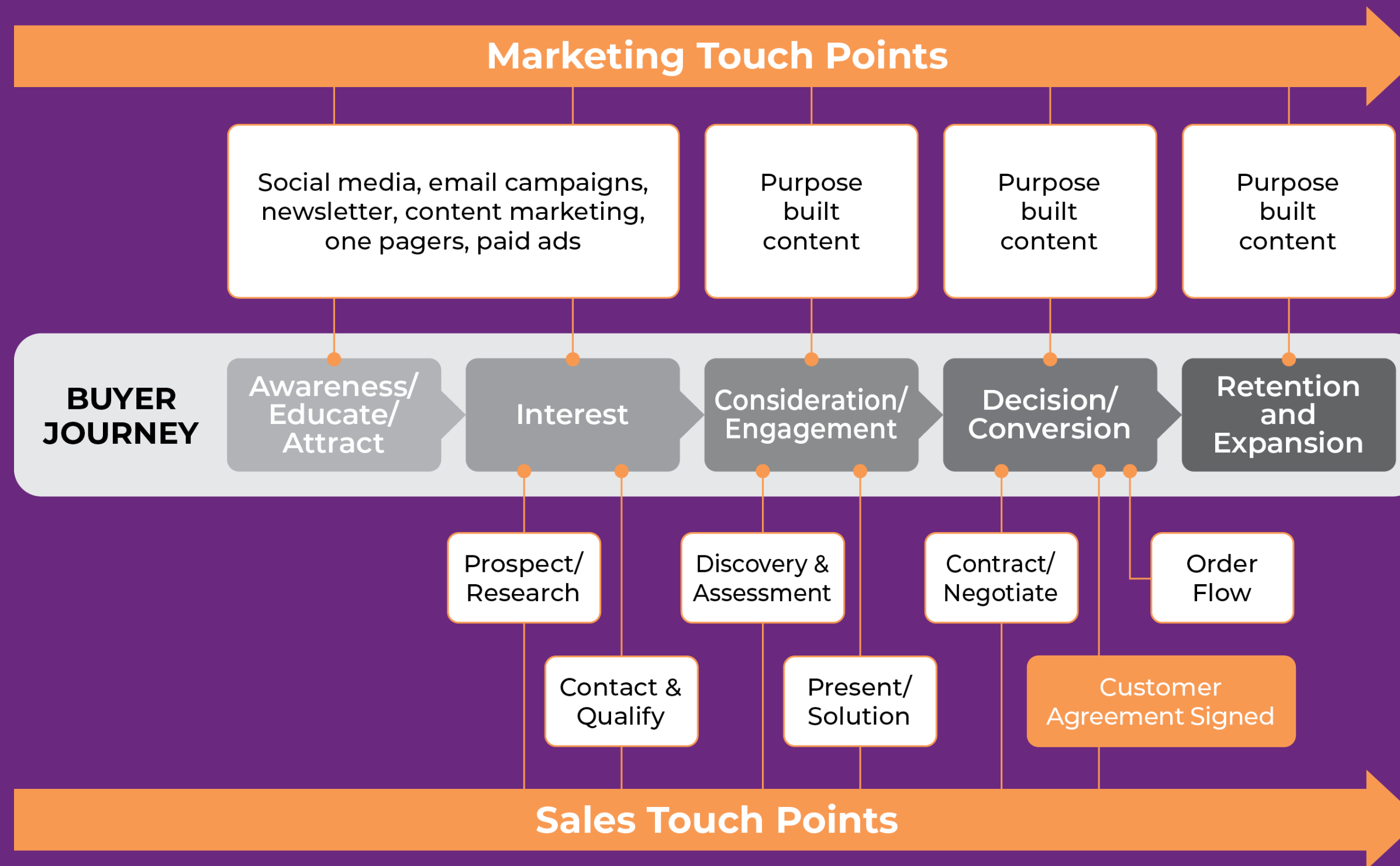
Content engine underused: 13/16 are basic/untied to funnel; only 1/16 runs content as a core, reusable GTM asset.

Collaboration quality lags cadence: 9/16 report only sporadic joint planning.

Goal alignment: Half are only “occasionally aligned.” Marketing and sales processes is a gap.

What is Sales and Marketing Alignment?

The Foundation



What about using external agencies?

Let's hear from this group

Which best describes your sales and marketing approach to business development?

A. Proactively nurturing long term pipeline and relationship building

B. Mostly proactive, focused on demand gen/demand capture

C. Equally proactive and reactive

D. Mostly reactive, short term focused

E. Reactive, with the focus on uncovering open requisitions

Let's hear from this group

How well do your marketing and sales teams collaborate on campaign planning and execution?

A. Completely separate - no collaboration

B. Marketing informs sales, but not vice versa

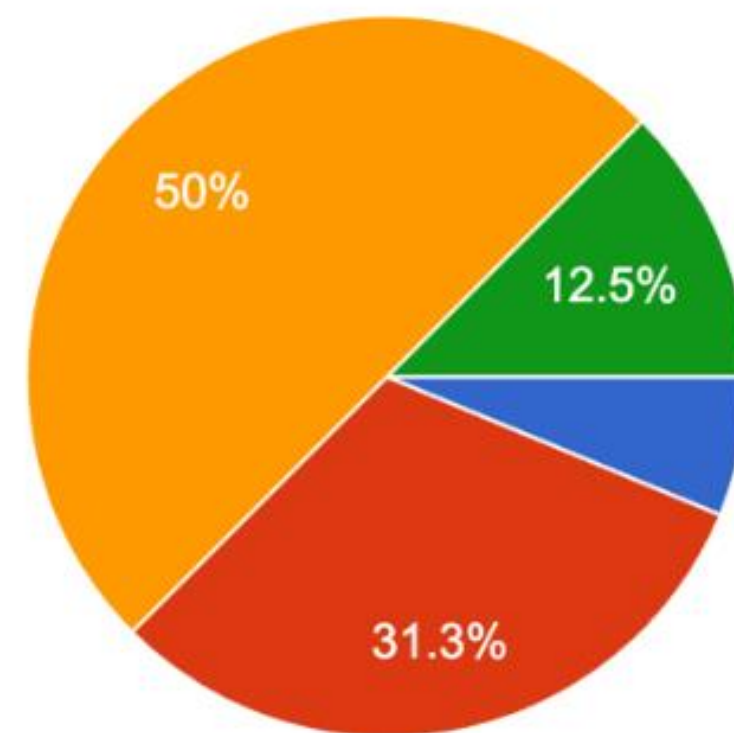
C. Joint planning happens sporadically

D. Campaigns are co-developed and mutually owned

E. Full collaboration from concept through execution and debrief

Visus Group RoundTable Members Proprietary Results

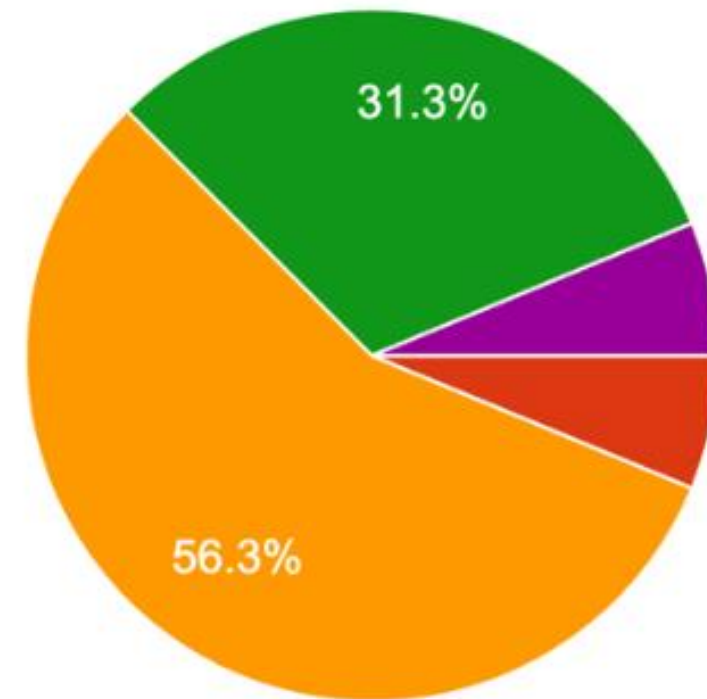
6. How well-defined and aligned are your sales and marketing goals?



- A. No formal alignment – separate teams and goals
- B. Some communication, but not aligned on KPIs
- C. Occasionally aligned on campaigns or priorities
- D. Regular alignment on KPIs and campaigns
- E. Fully aligned with shared revenue and pipeline goals

Visus Group Members Said...

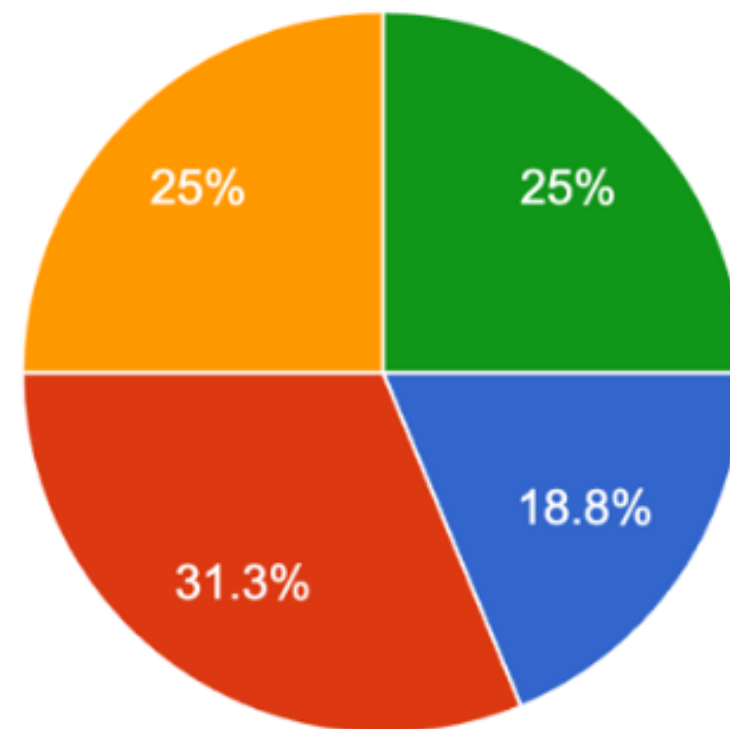
3. How well do your marketing and sales teams collaborate on campaign planning and execution?



- A. Completely separate – no collaboration
- B. Marketing informs sales, but not vice versa
- C. Joint planning happens sporadically
- D. Campaigns are co-developed and mutually owned
- E. Full collaboration from concept through execution and debrief

More Insights

4. Which best describes your sales and marketing approach to business development?



- A. Proactively nurturing long term pipeline and relationship building
- B. Mostly proactive, focused on demand gen/demand capture
- C. Equally proactive and reactive
- D. Mostly reactive, short term focused
- E. Reactive, with the focus on uncovering open requisitions

Action Items

Anchor your strategy in these answers

How do your buyers buy? Sales and marketing both need to know!

Why should your ideal target customer meet with your sales team? Align your team around this question

Where are the gaps in your pipeline?

Action Items

Execute on these key areas

Process:

- Create a feedback loop
- Align departmental goals – get out of SQL, MQL

Content:

Create a POV

Assemble data:

Relevant research

Data rich

Be intentional about when you use it

Create the value and share big ideas

Determine distribution based on where your buyers are, lessons learned from past investments

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to a brief survey**