

Sales-Marketing cooperation:

- The tension between Sales and Marketing departments haunts many companies and does not allow them to fulfil their full potential. Instead of focusing on achieving the best market performance possible, the employees waste their energy on an unhealthy internal rivalry.
- An optimisation of the relationship between these two departments improves the company's market performance in virtually all cases. Any costs associated with fixing this relationship are quickly offset by better financial results and a friendlier atmosphere within the company.
- BrandPharma offers a diagnosis of the problem, a plan for improvement and tools to oversee the progress made.

