

Conversion, warming up Leads, Making MQLs, whatever you call it, is what every Marketing department focuses on. The answer to a high lead rejection problem is a Nurture Foundation.

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Sales and marketing play different roles in the customer journey. But they truly shine when both can work together. How might this work in your organization? Let's explore the best approach: nurturing while selling.

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Companies that put all their money into advertising and sales may be missing a potentially valuable source of revenue. You have an additional option to maintain customer connections and increase sales: leveraging your relationship with existing customers.