

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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Should your marketing team continue nurturing while your sales team works on opportunities? Listen as 4Thought Marketing CEO Mark LeVell discusses the pros, cons, and options that empower sales to influence marketing nurture behavior.

If you'd like expert help with both nurturing and selling, [get in touch with us today](#) and take your marketing game to the next level.