



# Template: Marketing and Sales Service Level Agreement (SLA)

This agreement outlines the expectations and responsibilities of the sales and marketing teams within the organization ("Company Name").

## Sales Responsibilities

The sales team will be responsible for:

- a. Following up on leads generated by the marketing team in a timely manner (define timely)
  - b. Conducting product demonstrations and presentations to potential clients.
  - c. Maintaining accurate records of client interactions and sales progress.
  - d. Providing feedback to the marketing team on the quality and effectiveness of leads generated.
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## Marketing Responsibilities

The marketing team will be responsible for:

- a. Generating leads through various marketing channels, including digital advertising, content marketing, and events.
- b. Creating and maintaining a brand identity that resonates with the target audience.

- c. Developing sales collateral and other materials to support the sales team.
  - d. Analyzing data to measure the effectiveness of marketing campaigns and making recommendations for improvement.
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### **Collaboration and Communication**

The sales and marketing teams will collaborate and communicate regularly to ensure alignment on goals and objectives. This includes:

- a. Regular meetings to review progress and discuss strategies (align on cadence).
  - b. Sharing insights and feedback on leads generated and sales progress (define what the feedback loop looks like).
  - c. Providing input on sales collateral and other marketing materials.
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### **Lead Management**

The sales and marketing teams will work together to manage leads effectively. This will include:

- a. Establishing a lead scoring system to prioritize leads based on their potential value.
  - b. Developing a lead nurturing program to keep leads engaged until they are ready to make a purchase.
  - c. Using a customer relationship management (CRM) system to track leads throughout the sales funnel.
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### **Performance Metrics**

The sales and marketing teams will be evaluated based on key performance metrics, including:

- a. Sales revenue generated.
- b. Number of qualified leads generated.

c. Conversion rate from lead to customer.

d. Return on investment (ROI) for marketing campaigns.

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### Conflict Resolution

In the event of conflicts or disagreements between the sales and marketing teams, both parties will work together to resolve the issue in a professional and collaborative manner.

### Agreement Review

This agreement will be reviewed annually to ensure its continued relevance and effectiveness.

### Agreement Signature

By signing below, the sales and marketing teams acknowledge that they have read, understood, and agreed to the terms and conditions of this agreement.

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### Acknowledgement

Sales Team Member	Marketing Team Member
Name:	Name:
Date:	Date: