



## THIS 5 STEP FRAMEWORK HELPS MARKETING AND SALES FINALLY WORK AS ONE

When marketing creates content without sales, it often looks polished but misses the real questions buyers ask.  
When sales works without marketing, valuable insights stay stuck in calls, notes and inboxes.

Use this 5 step framework to turn sales conversations into content that builds trust, creates better conversations and supports growth.

### 1. START WITH THE REAL BUYER QUESTION

- What questions keep coming back?
- What objections slow deals down? What confusion do prospects still have before they say yes? Start there, not with what you want to promote.

### 2. TURN SALES INSIGHT INTO USEFUL CONTENT

- Use real stories from calls and meetings
- Share patterns you notice across prospects
- Explain common mistakes or blind spots
- Translate expertise into content people immediately understand

### 3. GIVE ONE SHARED GOAL

- Decide who the content is for
- Decide what the audience should understand after reading
- Decide what conversation or action should happen next
- Make sure both teams work toward the same outcome



### 4. BUILD TRUST BEFORE YOU PUSH THE OFFER

- Lead with a problem people recognise
- Add your own view or experience
- Show the solution clearly
- Useful content creates demand before a sales message is needed

### 5. MEASURE CONVERSATIONS

- Look at replies and comments
- Track when content gets mentioned in sales calls
- Review what content helps open warmer conversations
- The best content does more than get reach. It creates momentum

## 3 QUICK WINS FOR STRONGER MARKETING AND SALES CONTENT

- Ask sales for the 5 questions prospects repeat most often and turn each into one post
- Replace vague claims with concrete examples from real conversations or projects
- End every piece of content with one clear next step, such as a comment, reply or conversation starter



**READY TO TURN SALES INSIGHT INTO CONTENT THAT BUILDS TRUST AND DRIVES BETTER CONVERSATIONS?**

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