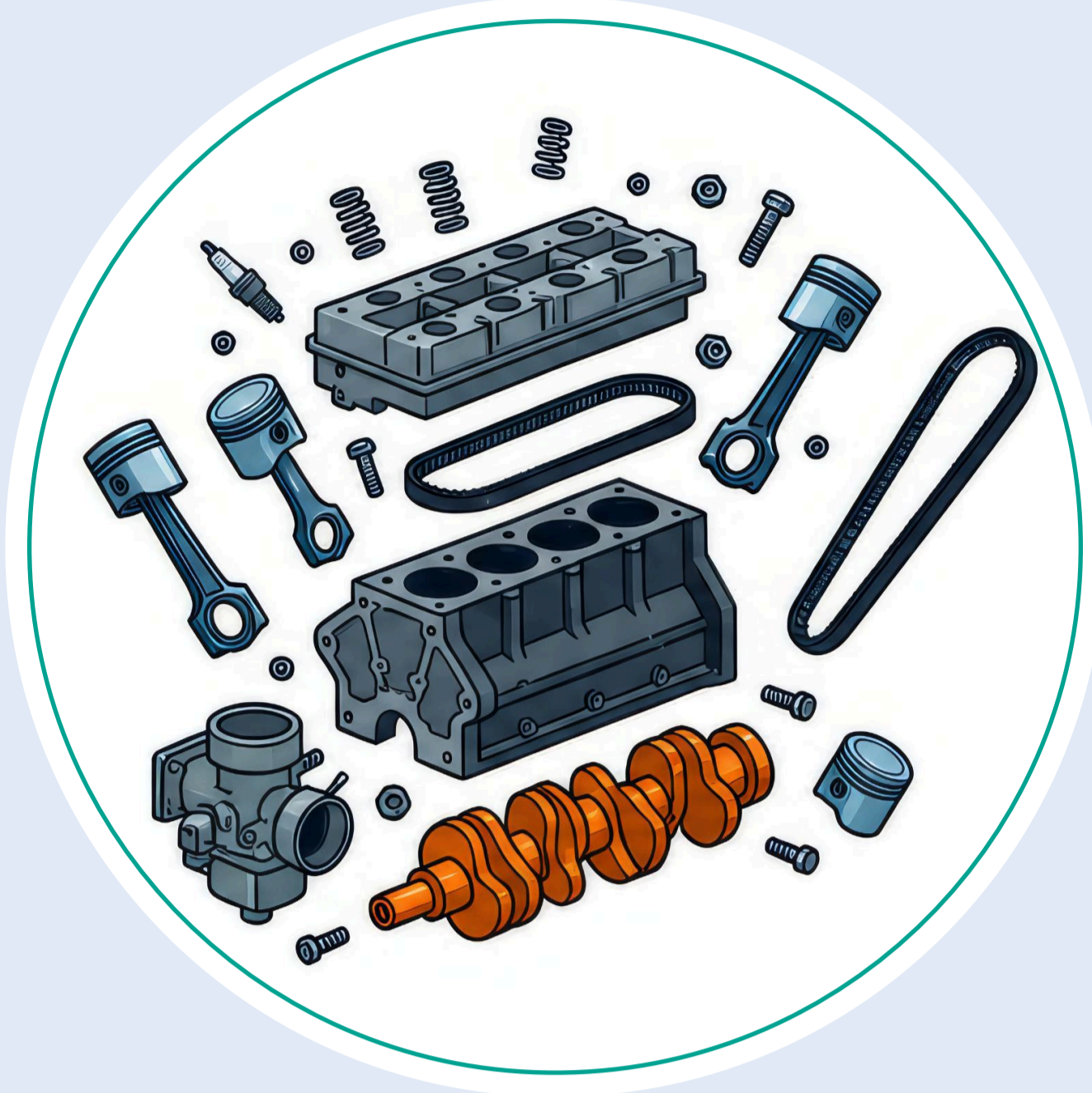


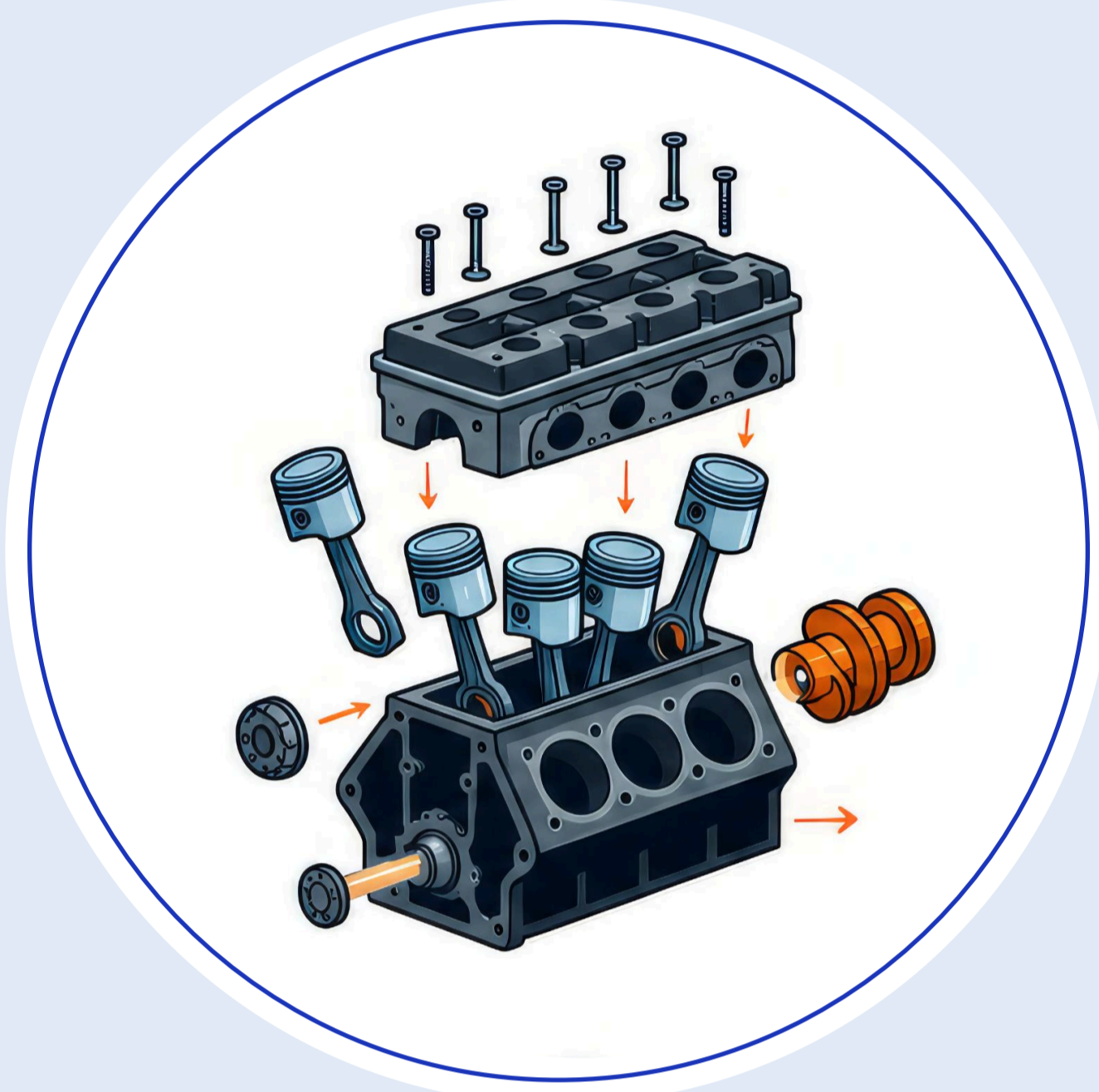
Marketing and Sales Alignment in Life Sciences: **One Revenue Engine**

Marketing and sales are accountable for the same outcome: **revenue**. In life sciences and health tech organizations, they often operate as separate systems with different goals, timelines, and definitions of success. The result is friction across long, complex buying cycles and missed growth opportunities.



THE PROBLEM **Misalignment Slows Growth**

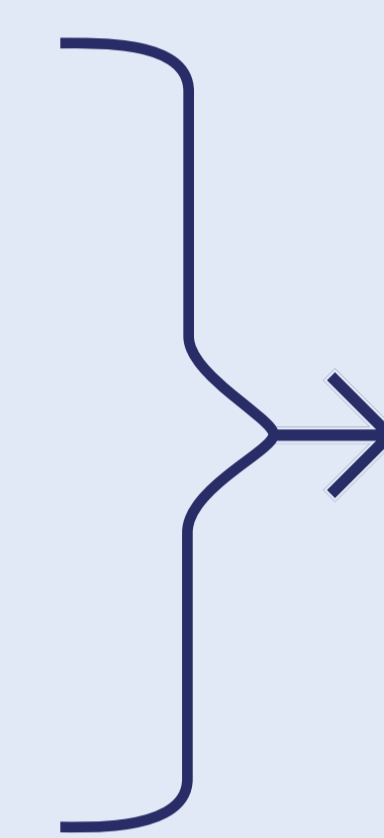
- Marketing generates demand. Sales works to convert it.
- Teams operate on different goals, definitions, and messaging.
- Pipeline slows across long, multi-stakeholder healthcare sales cycles.
- **A gap forms between how companies position their value and how buyers experience it in the market**



THE SHIFT **From Two Teams to One System**

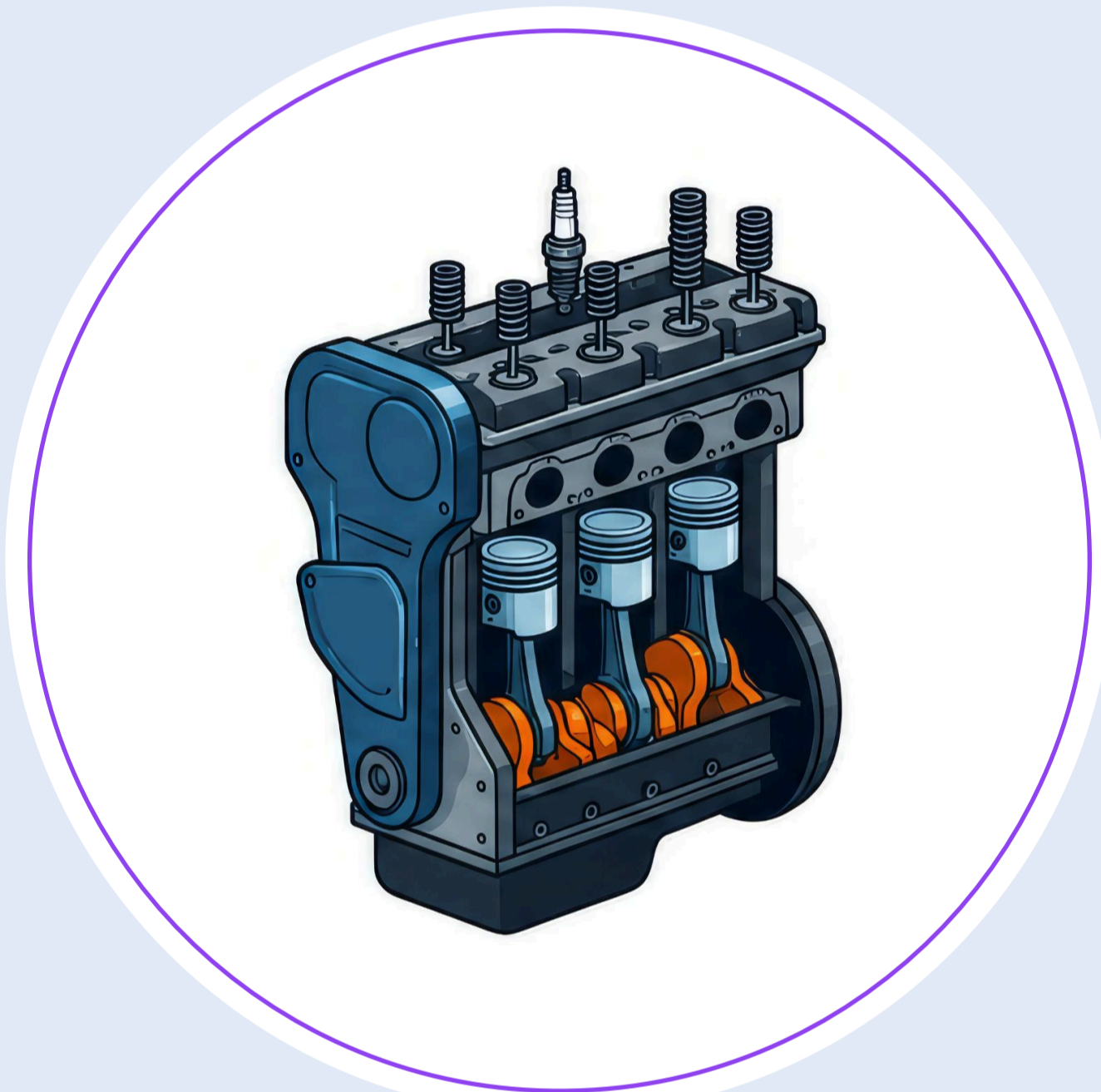
Siloed GTM

- Separate goals and success metrics
- Disconnected systems and workflows
- Inconsistent messaging across the buyer journey



Unified Commercial Engine

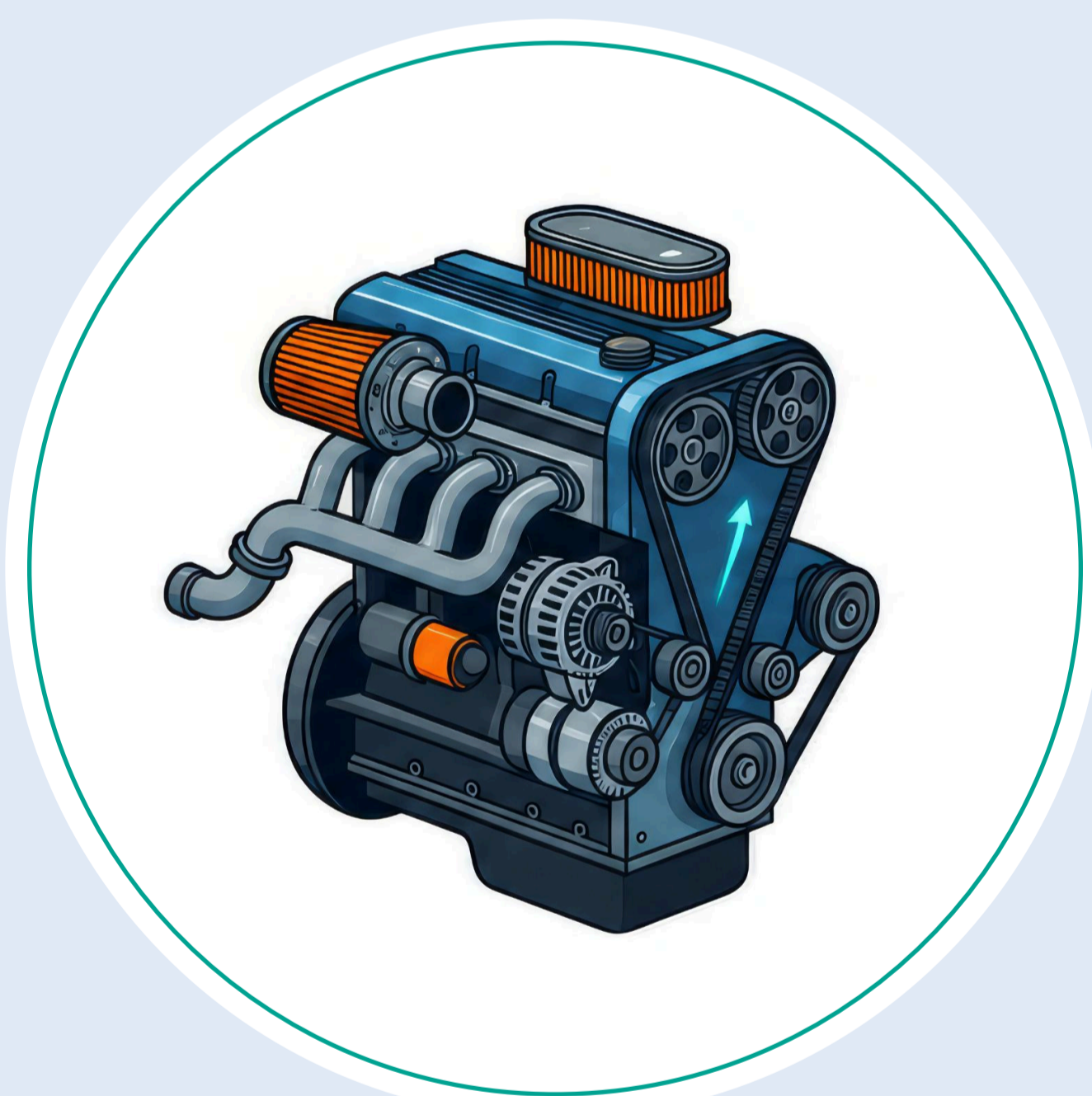
- Shared revenue targets across teams
- Connected workflows from demand to deal
- Aligned messaging across complex buying groups



THE FRAMEWORK **Five Elements of a Unified GTM System**

A unified commercial engine requires five core elements:

- **Shared Goals:** One pipeline and revenue target across marketing and sales
- **SLA (Service Level Agreement):** A defined agreement that sets expectations for how leads move from marketing to sales
- **Communication:** Regular alignment through shared planning, updates, and visibility into performance
- **Shared Visibility:** A clear, consistent view of pipeline, conversion, and revenue across both teams
- **Enablement:** Teams understand the full buyer journey across complex healthcare decision processes



THE MECHANISM **Continuous Feedback Loops**

Continuous feedback improves pipeline quality and conversion across complex healthcare buying cycles:

- Marketing generates demand in targeted segments
- Sales engages, qualifies, and advances opportunities
- Sales shares insight on lead quality and buyer objections
- Marketing refines targeting, messaging, and channel strategy



THE OUTCOME **One Revenue Engine in Action**

The goal is to build an integrated go-to-market system that:

- Aligns marketing and sales around revenue outcomes
- Connects strategy, execution, and performance
- Improves pipeline velocity across long sales cycles
- Increases conversion across complex buying groups

Outcome: Greater alignment, clearer pipeline visibility, and more consistent execution across the go-to-market motion.

Assess your marketing and sales alignment and identify where your system is breaking down. Rebound helps life sciences and health tech organizations build unified revenue engines that connect **strategy**, **execution**, and **GTM operations**.

Work with Rebound to align your GTM and accelerate growth →