

## Revenue and Marketing Alignment: Pillar Meeting

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This time with the Revenue and Marketing leadership teams is focused on identifying what needs to be done to achieve shared results. Every meeting starts with the metrics that drive the business forward and the bulk of the time is spent collaborating on how to continuously improve them.

### STANDING AGENDA

**Metrics that matter**

Summary:

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Next Steps:

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**Obstacles to target**

Summary:

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Next Steps:

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**Cross-functional issues and decisions needed**

Summary:

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Next Steps:

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### WEEKLY THEME

**Week 1: Retrospective**

Summary:

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Next Steps:

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**Week 2: Rotating based on identified priorities**

Summary:

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Next Steps:

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**Week 3: Pacing to target**

Summary:

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Next Steps:

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**Week 4: Forecast commit**

Summary:

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Next Steps:

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