

Sales & Marketing Alignment

 **Harmony**
a Sales Perfect® programme

Harmony - Achieving Perfect Alignment Between Sales & Marketing

Harmony is a flexible, modular Sales & Marketing alignment programme delivered through training, consultancy, coaching and specialist support.

It allows you to engage in the way that best suits your business – whether that's a one-off workshop, a focused intervention, or ongoing support to embed change.

What will Harmony deliver?

- A shared language and metrics Sales and Marketing can rally behind
- Proven methods for effective cross-functional collaboration
- A clear, aligned Sales and Marketing strategy
- Real-world case studies – what works and what doesn't
- Practical tools inspired by best-selling business thinking, made memorable through music
- A simple toolkit and playlist that drives consistency long after the programme ends

How the Harmony programme works

Harmony can be delivered through one or more of the following options.

You can engage with a single element or combine them into a tailored programme.

- **Training Workshops**

High-energy, interactive workshops that bring Sales and Marketing together to align on shared goals, language and metrics – turning strategy into a joined-up way of working. Delivered as open workshops or bespoke sessions tailored to your organisation

- **Consultancy & Advice**

Targeted advisory support to diagnose where Sales and Marketing are out of sync, clarify priorities, and design practical alignment solutions that fit your commercial reality.

- **Coaching & Mentoring**

1:1 or small-group coaching for leaders and managers to reinforce aligned behaviours, build trust between teams, and embed **Harmony** into day-to-day decision-making.

- **Specialist / Fractional Support**

Ongoing, hands-on support where deeper or longer-term alignment is needed – including fractional leadership input to sustain momentum and keep Sales and Marketing moving together.

You choose the level of engagement.

Start small, go deep, or scale support as your needs evolve.

Programme leadership

Paul Thomas – Group Perfect® Associate Director

Paul Thomas delivers **Harmony** using his proven framework and distinctive use of popular music to make Sales and Marketing alignment concepts memorable and practical.

Drawing on over 20 years' experience building and scaling teams at organisations including EE and Sony Music, and across retail, distribution and high-growth scale-ups, Paul brings big-brand best practice adapted to the realities of SMEs.

His approach combines strategic clarity with behavioural change – helping teams move beyond friction and build a genuinely aligned way of working.

The Harmony framework

The **Harmony** framework sets out the core principles that help Sales and Marketing teams align their behaviours, priorities and outcomes in a simple, memorable way.

H - HEAR the customer's voice (not just each other's)

A - ALIGN around shared goals

R - RALLY behind each other

M - MATCH each other's energy and effort

O - OWN outcomes and KPIs together

N - NURTURE cross-functional relationships

Y - YES, AND each other's ideas

Who Harmony is for

Designed for owners, leaders and performance improvement coaches who want Sales and Marketing alignment that goes beyond theory.

- A high-impact programme that creates emotional buy-in as well as practical shift
- Proven collaboration techniques grounded in real commercial challenges
- Fast progress driven by breakthroughs in the room
- Big-brand best practice, tailored for SME realities

Client Feedback

"Huge thanks for your time, energy and a really brilliant session today. The blend of thought leadership and music was really engaging, and I've had incredible feedback from the team, who were super engaged and thought it was a lot of fun and a really fresh format as well as a chance for different parts of the business to come together and share ideas."

Julia Aaltonen- Head of People, Zest Benefits

"Paul has a novel and unique approach - develop your strategy by ranking insights through song. Everyone remembers great songs. Could you deliver your company's 30 second elevator pitch? Our team can now sing it."

Melissa Flight- Director, Shared Voice



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Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: enquiries@salesperfect.co.uk

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **Harmony** or another relevant Sales Perfect® programme.