

Jason Kramer

Jason Kramer is the founder of Cultivize, a consulting firm that specializes in B2B lead nurturing strategies and technology. With 15 years of experience running a creative agency, Jason identified revenue gaps in marketing and sales funnels for distributors, service providers, marketing agencies and manufacturers. He launched Cultivize to provide customized solutions and empower businesses to connect prospect and customer data with marketing campaigns and sales team activities. When not strategizing in CRM, he enjoys family time with his wife, two kids, and two dogs in their lively New York home.

● GENERAL TOPICS

- Making marketing a profit center
- How to know if you're ready for a new CRM
- Stopping lead leakage in your sales funnel
- Improving newsletter engagement
- Building a sales process that scales

● SAMPLE QUESTIONS

- What are the differences between lead generation and lead nurturing activities (and how this gap impacts ROI)?
- How can you give your customers multiple ways to interact with you?
- Which three types of data to collect to use to create relevant newsletter content?
- How can an effective CRM better connect your marketing and sales departments?
- What are the components of an effective sales process and how can you document it?
- How can your monthly newsletter give your sales team insight into low-hanging fruit and different ways to engage with their sales pipeline?



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