

# COLLABORATION BETWEEN SALES AND MARKETING INCREASES THE BUSINESS PERFORMANCE: EVIDENCE FROM PAKISTANI EXPORT INDUSTRY

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## ABSTRACT

**Purpose:** The purpose of this study is to know whether superior levels of collaboration between marketing and sales are linked with improved business performance and to highlight factors that are administratively related to this interface.

**Design/Methodology/Approach:** This study aims to explore the marketing and sales working relationship through quantitative research, survey of Pakistani Export companies through questionnaires is being used in this research study.

**Findings:** The research concludes that highlevel of organizational learning, communication, minimizes interdepartmental conflicts, results as better business performance.

**Managerial Implications:**This study has many implications for managers, for instance, for better sales and marketing department relations, senior management need to create a positive coordination, which can help them to reduce interdepartmental conflicts. Top management should provide such training programs and environment that encourage functional departments to work together to get maximum productivity.

**Future Research:** However, literature significantly supports hypothesis of this study, but it also raises additional research issues which are yet to be explored; similar model can be used in other industries of Pakistan to better understand the implications of this model.

**Paper Type:** Empirical Paper

**KEYWORDS:** *Marketing and Sales Interface, Collaboration between sales and marketing, Organizational Learning, Business Performance*