



Hello friends,

Hope you had a wonderful Labor Day weekend, enjoying the last days of summer and the beginnings of fall, also known in my house as PSL season (IYKYK). The trips to Starbucks accelerate and make me regret not going all in on Starbucks stock. And let's be honest, if your Starbucks go-to drink has more than five words in it, you would fit right in at the Griggs house this time of year.

Alright, let's get to this week's takes.



## Marketing Tip: Sales & Marketing Is One Team

Shoutout to Kara Smith Brown for sparking this thought on LinkedIn last week. She nailed it: sales and marketing often act like rival squads when, in reality, they're one team.

Think of it like a football team. Offense and defense have distinct objectives — one scores, the other stops — but they share the same scoreboard. They either win together or lose together.

Too many companies let sales and marketing drift into silos:

- Marketing says: *“We generated all the leads, sales just can’t close them.”*
- Sales says: *“We’re the ones actually bringing in revenue, marketing just makes pretty graphics.”*

Sound familiar?

Here's the truth: **sales and marketing are two sides of the same team**. Marketing sets the field position with clear messaging, content, and leads. Sales finishes the drive by converting those opportunities into revenue. When one side fails, the whole team feels it.

## So how do you get sales & marketing to work together?

Start with **one shared scoreboard**.

Instead of measuring marketing on clicks, impressions, or form fills, measure them on the same outcome sales cares about: revenue opportunities. If both teams rally around pipeline growth and closed-won deals, the conversation shifts from blame to collaboration.

**Practical Tip:** Run a weekly “Revenue Huddle.” Bring sales and marketing together for 30 minutes.

- Sales shares what they’re hearing on calls.
- Marketing shares what’s resonating online.
- Together, they adjust messaging, campaigns, and outreach based on real-time feedback.

It’s like reviewing game film. You don’t just fix what went wrong — you align on how to win the next game. When sales and marketing stop competing and start collaborating, you don’t just create a pipeline — you create a flywheel.

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## Mindset Shift:

### Ask Yourself the Right Question

It’s the classic question we ask young people: "What do you want to be when you grow up?" And it’s the wrong question.

Most people spend their whole lives chasing an occupation they think will be fulfilling, but when they reach the latter stages of their lives and think about what they are most proud of, it’s not their careers. It’s their families. It’s the charity work they did. It’s the lives they impacted. It’s rarely their 9-5 or the business they built.

I’ve been thinking about this idea a lot the past year, especially after hearing Justin Welsh talk about his approach to life. He said that most people go after their dream job and then try to build their life around that job. What makes more sense, according to Welsh, is to ask yourself "*What kind of life do I want to live?*", and then work on creating a career path to support that life. That is the right question to ask.

It doesn't matter where you are on the journey; whether you are just starting your first job out of college or you are getting close to retirement, it's never too late to consider this question. It may require some tough, courageous decisions, but it will be worth it to ensure you are building the life you want.

[Justin wrote a great blog](#) addressing this very topic that I encourage you to check out. Just be sure to come back here to finish the newsletter after you've read his piece! 🧐

👉 Want me to share more of these mindset shifts like this with your team in an in-person or virtual keynote? [Book me here](#).

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## Meet-up Highlight:

### The Power of Webinars to Pack a Punch

Webinars aren’t just virtual meet-ups—they’re marketing gold. When someone registers for your webinar, they raise their hand and show intent to engage with your brand. Plus, the replay becomes on-demand content you can repurpose again and again. When is the last time you held a webinar series?

I’ve seen this firsthand so many times over the past three years. I recently produced a 3-part webinar series with Beth Carroll, the freight broker compensation guru, and months later those webinars continue to drive value for Beth and her team long after the live sessions ended.

Tomorrow, I'll be live with Jake Persofsky of Insperia. Never heard of him? That's exactly why you should register, especially if you work at a freight brokerage. Jake

is not only an incredible guy, he's also an IT genius who will be discussing the most common IT issues facing freight brokers in a 2-part webinar series, so don't miss it. Link to register: <https://streamyard.com/watch/RHMJ4uZFZVsr>



Meet Jake

Freight's Most Trusted IT Partner



Jake Persofsky

Founder

Wednesday, September 3rd

1pm CT

Join Jake Persofsky, Founder of Insperia, for a sit-down interview with industry influencer and podcast host, Trey Griggs, to hear about:

- Jake's background
- why he started Insperia
- what he believes are freight brokers most common IT challenges
- what he and his team are doing to help freight brokers manage their IT needs without all of the headaches and hassles

Alright, that's a wrap for this week's takes. Now go make a difference out there — and I'll be back with three more takes next Tuesday.

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