

WORKSHEET

UNIFY SALES & MARKETING FOR ABM SUCCESS

If there is one golden rule to ensure success with Account-Based Marketing, it's that silos don't work. In an account-based world, landing the biggest, highest-value accounts can only be achieved when all revenue-generating disciplines are closely aligned.

Use this worksheet to launch your ABM program and help your Sales and Marketing teams coordinate tactics and strategies to ensure successful account-based plays.

10 STEPS FOR ABM ALIGNMENT

Get senior executive buy-in. Your ABM team will need the understanding and support of leadership. Propose starting off with a pilot program and commit to testing effectiveness objectively.

Be a tester not a cheerleader. Position the program as a new, collaborative, and ongoing approach to acquire and expand big accounts, not as “the next big marketing campaign.”

Identify your ABM leadership team, including your executive sponsor, target account list owner, the analyst, and key stakeholders from Marketing and Sales.

Identify your Target Account List. Don't just agree on the accounts to target, agree on the criteria for choosing accounts and the governance about when to add or remove accounts.

Measure success. Agree on short, medium, and long-term metrics that everyone will track together. And agree on the metrics that don't matter. Document this.

Get everyone aligned. Get everyone in the respective units to pull together in the right direction. Make sure the account executives, sales development reps and marketers are 100% committed to this strategy. Anything less is a recipe for friction and failure.

Create audiences and prioritize them. Rank your audiences by level of priority so that Sales and Marketing can agree on where to focus resources for personalized campaigns based on a one-to-one, one-to-few, and one-to-many approach.

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10 STEPS FOR ABM ALIGNMENT (cont.):

Go multi-touch and multi-channel. The days of a linear buyer's journey are long gone.

Orchestrate complex, multi-step plays to engage key members of the buying committee who are showing intent and engagement, and lead them to conversion.

Meet regularly. Hold weekly ABM alignment meetings in the early stages, relaxing to monthly meetings as the machine starts to turn.

Be transparent. Let everyone know what's happening. Tell the Sales and Marketing teams about what you'll be doing and how they can help. Market your Marketing.

DIVE IN

What separates the best from the rest? The results are in.

Nearly 900 professionals from Marketing and Sales participated in our annual study to understand the state of ABM at organizations of all sizes. Check out what these high-performing teams have to say about the adoption, performance, and challenges of their account-based approaches.

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Demandbase is the leader in Account-Based Marketing (ABM) and an indispensable part of the B2B tech stack. The company offers the only end-to-end ABM platform that helps B2B marketers identify, engage, close, and measure progress against best-fit accounts. www.demandbase.com © 2020 Demandbase.