

Six Steps to Start Small with ABM

1



Target 20 Accounts or Fewer

Keeping your list small helps you keep track of your efforts and experiment without fear. You can always add more later after yielding some early results.

2



Focus on One or Two Segments

It really pays to be laser focused in your targeting and messaging. Segments include industry, geography, size, technology used, product lines, etc.

3



Divide Accounts Fairly

Divvy accounts among your sales team for fairness around opportunity \$ amount, number of Accounts, pre-existing history or warmth of Accounts and Leads, and other factors that affect the success of closing Target Accounts.

4



Set Up Your CRM and Engagement Process

Segment your target recipients in your marketing automation lists based on Target Accounts. Prepare your CRM to handle downloads by Target Accounts through modifications to lead scoring and customized lead assignment to sales reps based on Accounts.

5



Measure and Learn

Run reports based on Target Accounts to view the funnel health of those accounts, evaluate your efforts, and compare your ABM and non-ABM results.

6



Optimize and Scale

After drawing conclusions on what works and what doesn't, increment your ABM strategy by expanding your target list and iterate these six steps using key learnings.