

Reaching non-responsive accounts.



Are they worth it? How can you engage them?

Some opportunities are too good to pass by. But what can you do when a potentially lucrative account simply doesn't respond to your most creative efforts?

How can you engage an account when marketing-as-usual fails to make a connection?

Remember the 80/20 Rule.

80% OF REVENUE comes from **20%** OF CLIENTS

Source: Personal ABM



While your exact ratio is probably different, the concept is the same:

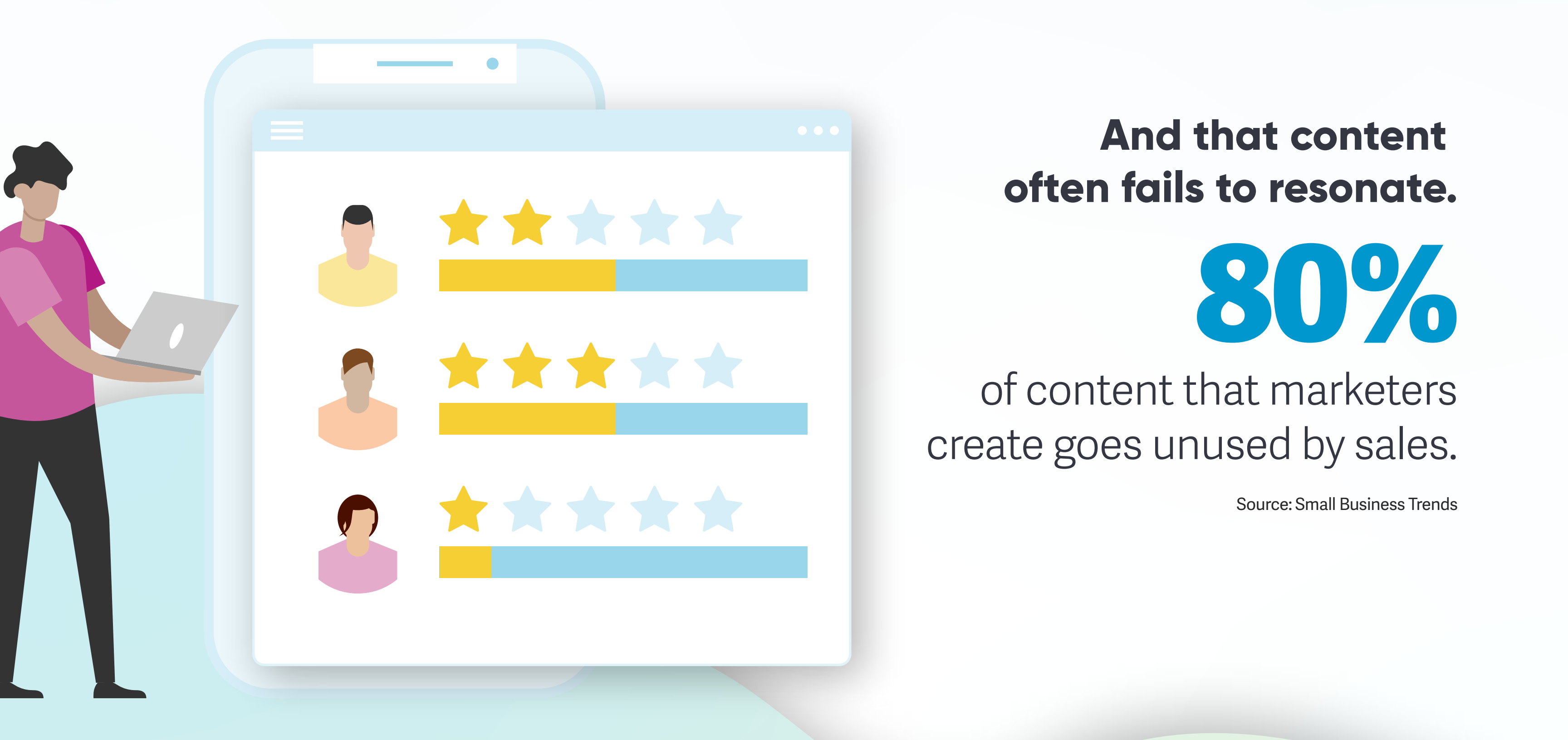
The bulk of your revenue frequently comes from a small subset of clients that you can't afford to ignore

But marketers tend to produce messaging for the masses.

86%

of communications from sales, marketing, and account teams are off-target and irrelevant.

Source: Personal ABM



And that content often fails to resonate.

80%

of content that marketers create goes unused by sales.

Source: Small Business Trends

Which hampers salespeople's effectiveness.

#1

barrier preventing salespeople from achieving their quota is the inability to articulate value.

Source: SiriusDecisions



But getting it right can be game-changing.

74%

of executive B2B buyers will invest in a company that can create a buying vision and turn it into a path to value.

Source: Forrester



How you can rethink traditional tactics for better results.

The Traditional Approach	Reaching the lucrative, non-responsive account
Focuses on leads, appointments, awareness and activity metrics	Focuses on revenue and key leadership, sales, marketing and account team objectives
No influence over revenue	Most programs are broken up into stages – and progression is based on meeting revenue objectives
Drives one too many conversations	Try to 1 to 1 personal engagement with social email and live selling conversations
Contact is designed to drive interest with masses and to demonstrate thought leadership	Contact design for sale cycle in individual selling conversations first
Handoff exist between sales, marketing and accounts as the teams are siloed	No hands off, sales, marketing and account teams collaborate to drive joint team growth objectives
Focuses on the top of the funnel	Drive sales cycles to the close – and continues after the close to achieve customer/partner growth

Want to learn more about reaching non-responsive accounts?

Contact us today