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EBOOK

Your Quick Guide to Account-Based Success



Aligning ABM and ABS for Better Outcomes

In today's world, where B2B buyers are more receptive to content that is personalized towards their needs, older tactics like batch-and-blast marketing have become highly ineffective. Organizations recognize that adopting Account-Based Marketing (ABM) is a positive and necessary trend. According to a recent ITSMA study, 76% of marketers that implemented ABM saw a higher ROI than other marketing types.¹

ABM has been around for a while, yet there are some instances where organizations overlook the steps to properly align their ABM with their Account-Based Selling (ABS) models and processes. Even though Demand Gen Report's 2021 ABM Benchmark Survey found that 36% of organizations struggled with sales and marketing alignment, 51% saw that the ABM initiatives they had implemented previously made a positive impact and resulted in better sales and marketing alignment.²

Once ABM and ABS models and processes are aligned, organizations typically see spikes in internal communication and external engagement. In this eBook, we'll explore what it takes to achieve account-based success.

¹ Rethinking ABM for the Next Opportunity: 2020 ABM Benchmark Study. ITSMA, accessed March 2022

² 2021 ABM Benchmark Survey. Demand Gen Report, accessed March 2022

76%



of marketers that implemented ABM saw a higher ROI compared to other types of marketing

51%



of organizations see better sales and marketing alignment after implementing ABM initiatives

Three Crucial Roles for Account-Based Success

The structure for addressing key accounts on the marketing and sales side varies based on target accounts, deal size, and complexity. Some larger organizations have “ABMers” dedicated to one account, and others have marketers who are focused on several key accounts.

Regardless of the size and structure of the marketing and sales teams, these crucial roles have connected the two departments.

These are some roles that are considered critical to the success of any account-based strategy:

1 Business Development Representatives (BDR)

BDRs are essential to implementing account-based strategies. They drive initial meetings and engagement, conduct research, and gather data on different stakeholders within key accounts. Organizations that are account-based focused see the role as a strategic one and have expanded their work to include:

- ✓ Account mapping to identify decision-makers
- ✓ Engaging via phone, email, and social channels
- ✓ Maintaining and expanding the prospect database
- ✓ Creating and delivering qualified opportunities based on needs
- ✓ Preparing pre-sales activities
- ✓ Guiding cross-sell and upsell opportunities with existing customers



2

Marketing/Sales Operations

Some organizations have either sales or marketing operations, while others have it merged to form a Business Operations function. Regardless of how the role is defined, the function is crucial for an account-based strategy because the role is tasked with tracking and reporting different metrics and managing the related technology.

Since a successful ABM strategy needs complete and accurate data on contacts and accounts, an operations person is vital. Especially when they can make all the difference with reporting and reviewing account progression in more complex situations like tracking buying committees instead of individual leads.

3

Customer Success

Maximizing the lifetime value of customers is critical to account-based success. The onboarding and responsiveness to customer questions and needs are essential in building a successful long-term relationship. Customer success teams interact with different stakeholders and bring intelligence to narrow down and share insight on pain points.

Even though marketing automation and artificial intelligence ultimately enable account-based success, the human connection is still extremely valuable. Both ABM and ABS share the goal of developing relationships, earning trust, and winning hearts and minds to earn the business of long-term clients and partners.



How to Identify and Close Potential Gaps Across Shared Account-Based Strategies

While there are many critical areas where ABM and ABS cross paths, organizations tend to struggle when aligning sales and marketing. To achieve account-based success, both departments need to communicate and cooperate effectively—only then can they work to their fullest potential.

Here are some common areas organizations struggle with when it comes to shared account-based strategies:



Account Selection

Although it seems like an easy step, this is where sales and marketing misalignment starts for some organizations. Sales tends to focus on larger accounts that have been around for a while, and marketing tends to add new accounts that are showing buying intent.

To rectify this issue, the criteria for a target account list should be outlined, reviewed, and updated regularly to address changes in buying behavior.



Gaining Sales Acceptance

Since a proper account-based strategy requires changes in process and sometimes additional reporting and collaboration, some resistance is expected from sales teams during implementation. So, it is critical to communicate with sales clearly and get their input on campaigns.

Once sales see marketing bringing in new contacts, data, and meetings, they will be increasingly willing to cooperate and collaborate.



Developing Customized Content

Account-specific programs need targeted and customized content. Many marketing teams build templates that can be reused for specific industries, roles, and even specific accounts to address this challenge.

A popular tactic for ABM programs is to use direct mail and video platforms—that can be easily personalized—while utilizing existing messaging.



Measuring and Providing ROI

Because account-specific strategies focus on a smaller set of target accounts, they often result in fewer leads and less traffic to the website. Organizations should focus on engaging and ultimately winning bigger deals, as well as accelerating deal velocity.

It's essential for sales, marketing, and even finance to be on the same page in terms of tracking metrics, the definition of success, and ROI.

Top three metrics for gauging ABM success:

- 1 Number of qualified leads
- 2 Net-new accounts engaged
- 3 Contribution to pipeline³

³ 2021 ABM Benchmark Survey.



Why You Should Evaluate Tech Stacks and Processes

To keep up with ever-evolving technology, you'll need better tools to ensure success and that you remain competitive. More than 3 in 4 organizations are planning to change their tech stacks further in the future.⁴ There is a growing list of targeted solutions available to help organizations address the different functions of an account-based strategy. [Give these few technologies a try:](#)



CRM and Marketing Automation

Organizations typically start their ABM journey by using these core systems. But soon after, they advance to use tools such as:

- ▶ Predictive analysis
- ▶ Intent monitoring
- ▶ Account-based advertising
- ▶ Campaign orchestration
- ▶ Web personalization



Account Research and Data Augmentation

Whether it is an introduction or a follow-up to comment on the latest developments, data platforms are key tools for BDRs and other functions to create more relevant outreach to target accounts.



Social Selling

Social selling tools like LinkedIn Sales Navigator are valuable to BDRs to build relationships with many stakeholders within an account. Tools like this help target the right contacts and engage with a personalized outreach based on shared connections or common areas of interest.

Regularly upgrading and implementing new technologies as time goes on will help to create more cohesive, targeted, and timely communication efforts.

⁴What Do All Successful ABM Programs Have in Common? TechTarget, accessed March 2022

Boost Revenue and Communication by Improving Your ABM Strategy

With 28 years of demand generation and inside sales expertise, Televerde offers a complete portfolio of sales and marketing solutions designed around your goals. We can help fine-tune your ABM program by moving your buyers along every step of the customer journey, from advocacy to close, to increase revenue and success.

Learn more about how Televerde can help.

Visit www.televerde.com or connect with our team at <https://televerde.com/contact/>

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