1: Few ABM Process



<u>Key</u> activities

- Define status in the sector
- Map current opportunities
- Agree sector objectives & KPIs
- Define research requirements

- In-depth sector profile
- Understand business drivers and pain points at a sector level
- Identify key stakeholders by account
- Review sector research. account plans & sales insight
- Map key opportunities & focus areas
- Define 1:Few strategy
- Sales & Marketing
- Clearly defined sector strategy

- Sectorspecific value proposition
- Supporting messaging
- Agree engagement strategy
- Develop GTM plan
- Sales & Marketing
- Sector value proposition & GTM plan

- Develop new content assets
- Curate existing content
- Personalise assets by account
- Deliver against GTM plan
- Marketing
- ABM campaign assets & programme

- Review each activity and its success
- Quarterly review of plan
- Agree next quarter priorities
- Sales & Marketing
- Quarterly review & plan

Output

Active

Marketing Alignment

• Sales &

• Sales &

Marketing

• 360-dearee sector

Marketing

- view of the the



