



5 Creative Ideas To Support Sales Enablement For ABM Initiatives

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B2B and Tech Marketing Consultant



Supporting sales is painful, hard, and challenging



Everything is always changing and last-minute

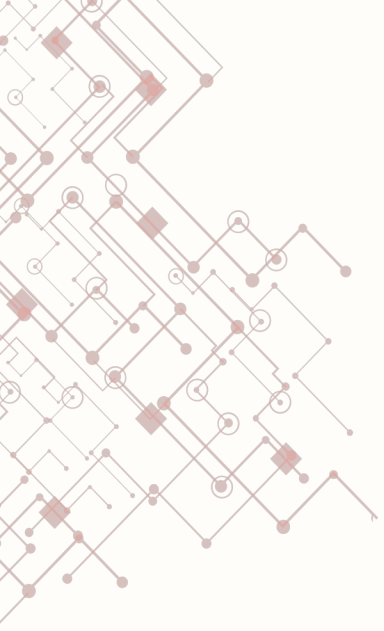


What the?

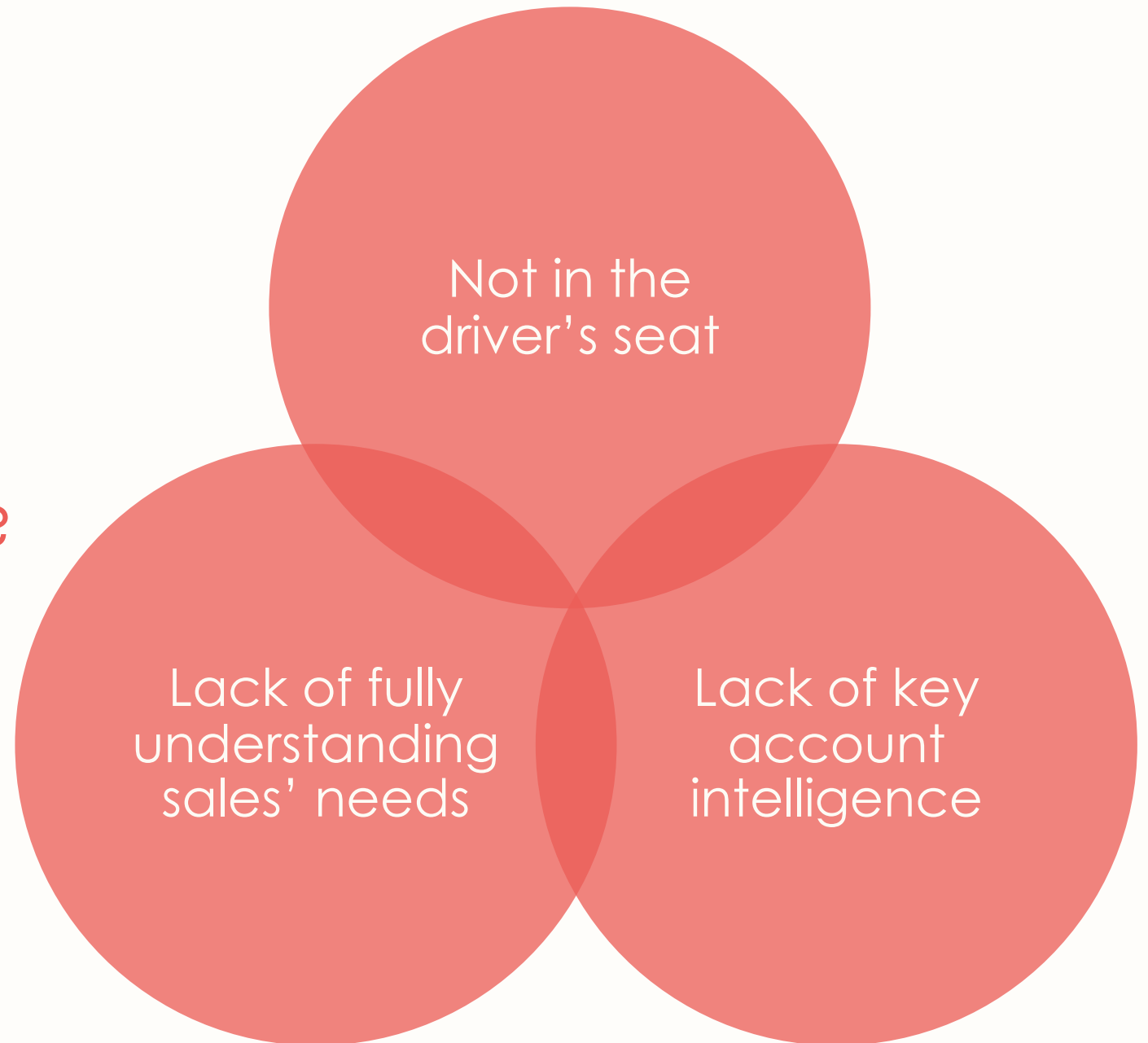


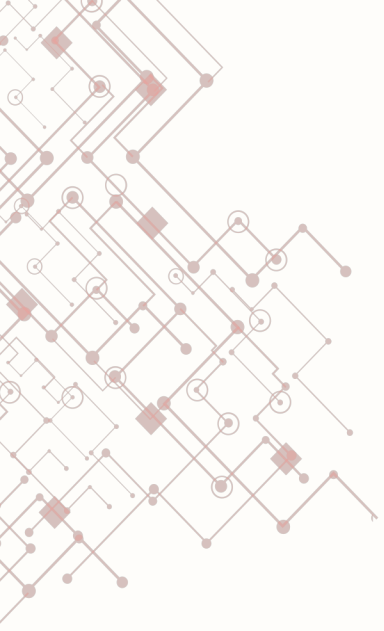
Turn reactive
to proactive



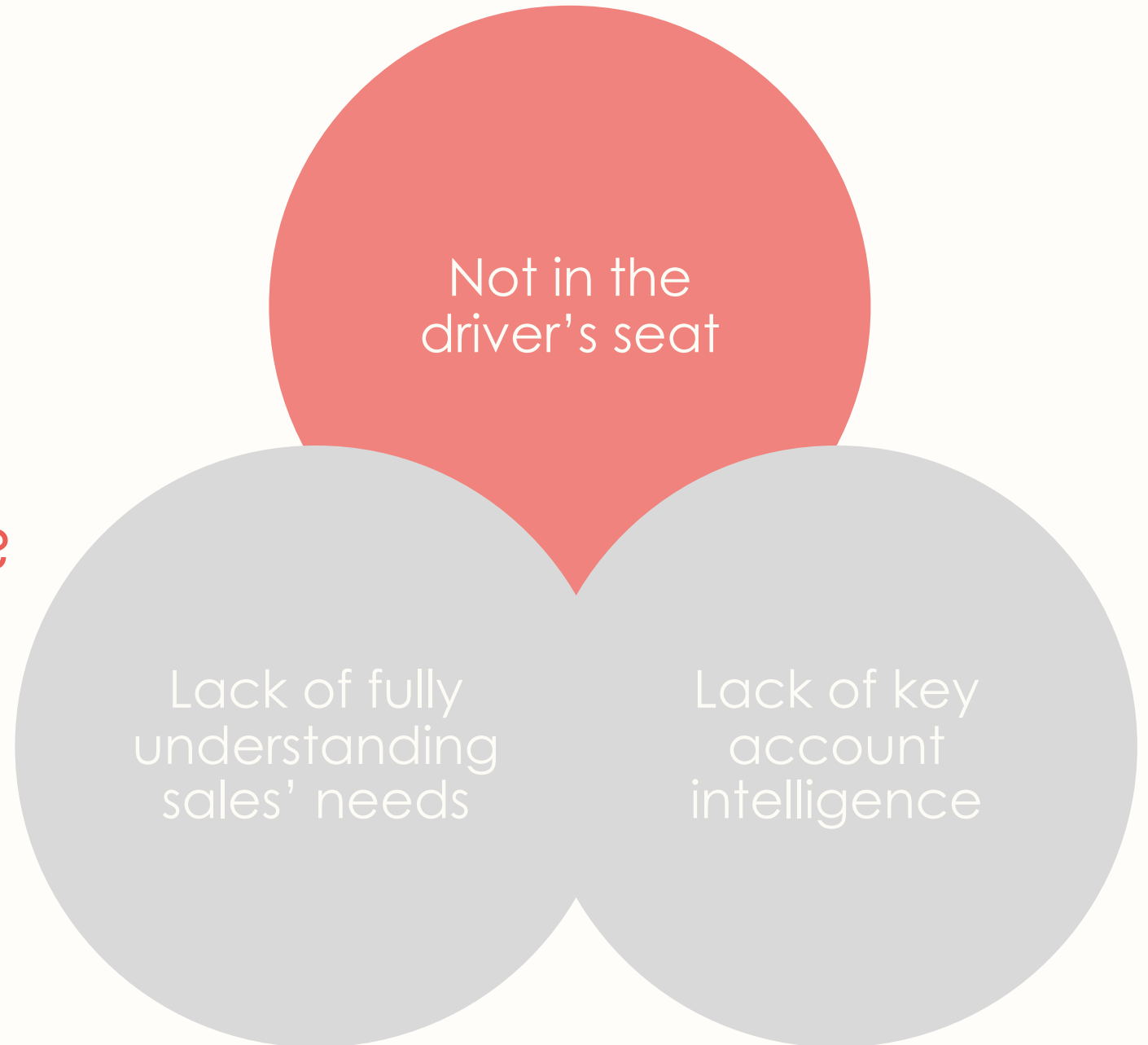


What are
the causes of chaos?





What are
the causes of chaos?



Working closely with sales
through ABM



Account-based marketing (ABM) definition

ABM is **strategic** and **personalized** marketing outreach and engagements with people at **target accounts** through close collaboration between **sales and marketing**

In plain English:
Marketers leverage
existing elements creatively
to help Sales close deals



Most common ABM marketing tactics

- Customer Events

- Unique creative ideas to reach out to target accounts
- Relevant and personalized content outreach
- Customized email/direct mail
- Targeted programmatic ads
- Dynamic content serving on your website
- A combination of multiple tactics over time

Types of ABM

One-to-one

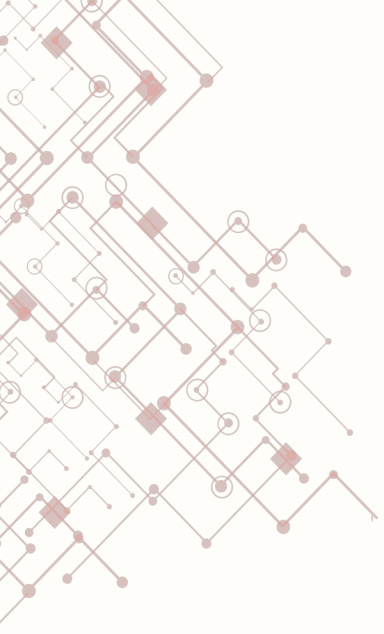
Marketer works with **account team** to develop and implement highly customized programs for individual accounts

One-to-few

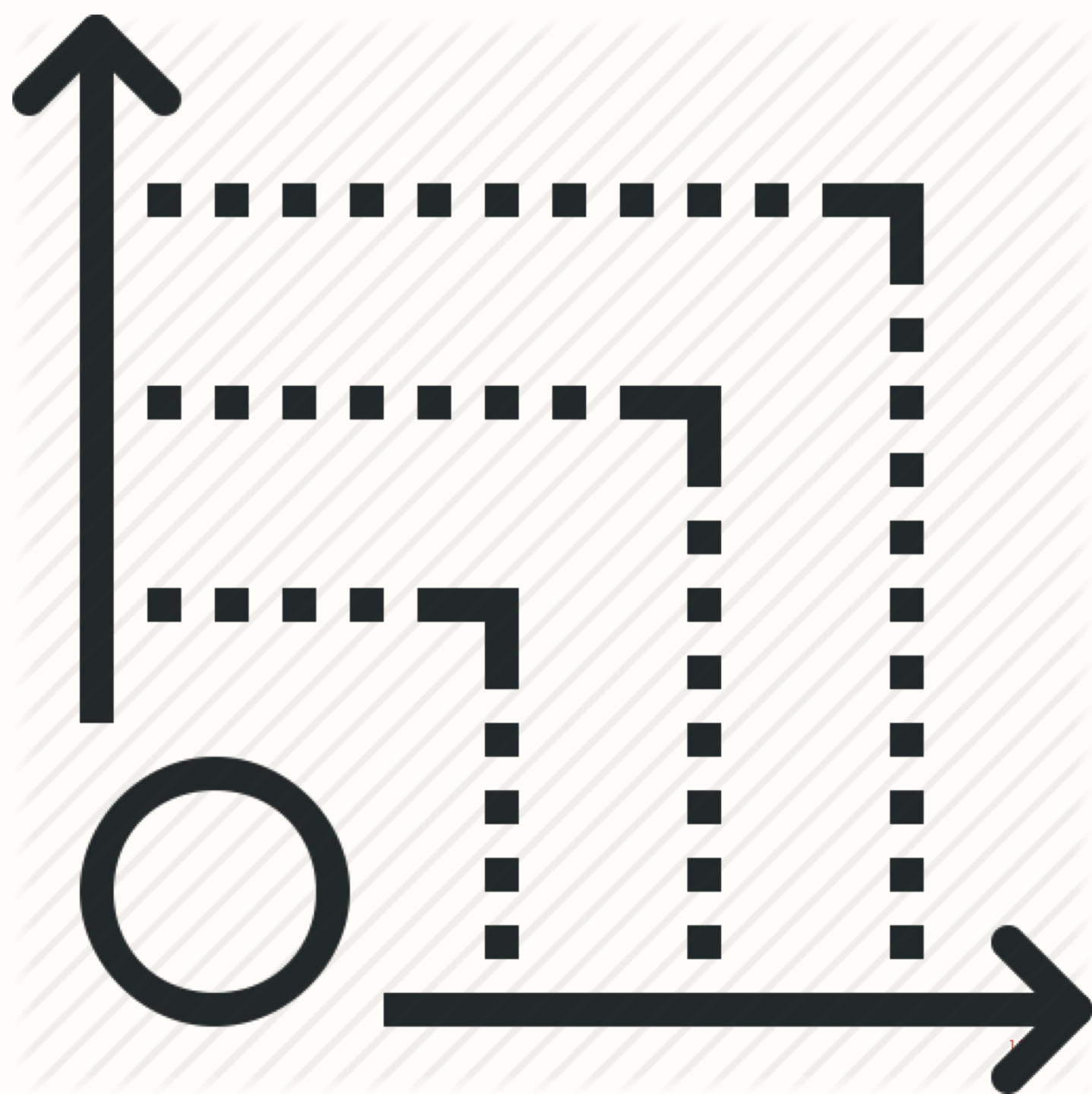
Marketer works with sales teams to focus on **a few accounts** that share business imperatives

One-to-many

Marketer targets **verticals or segments** with common needs



Biggest challenge of ABM: Scalability and Budget





Holy grail of scaling one-to-one/one-to- few ABM

- Standardization vs. Customization
- Automation vs. Manual



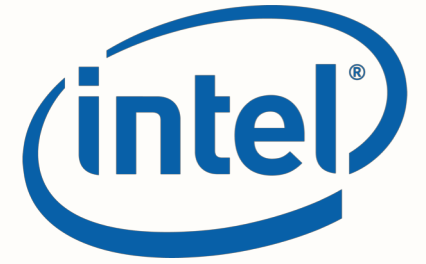
Template to consider for scalability consideration

Customization

Standardization

Automation

Manual



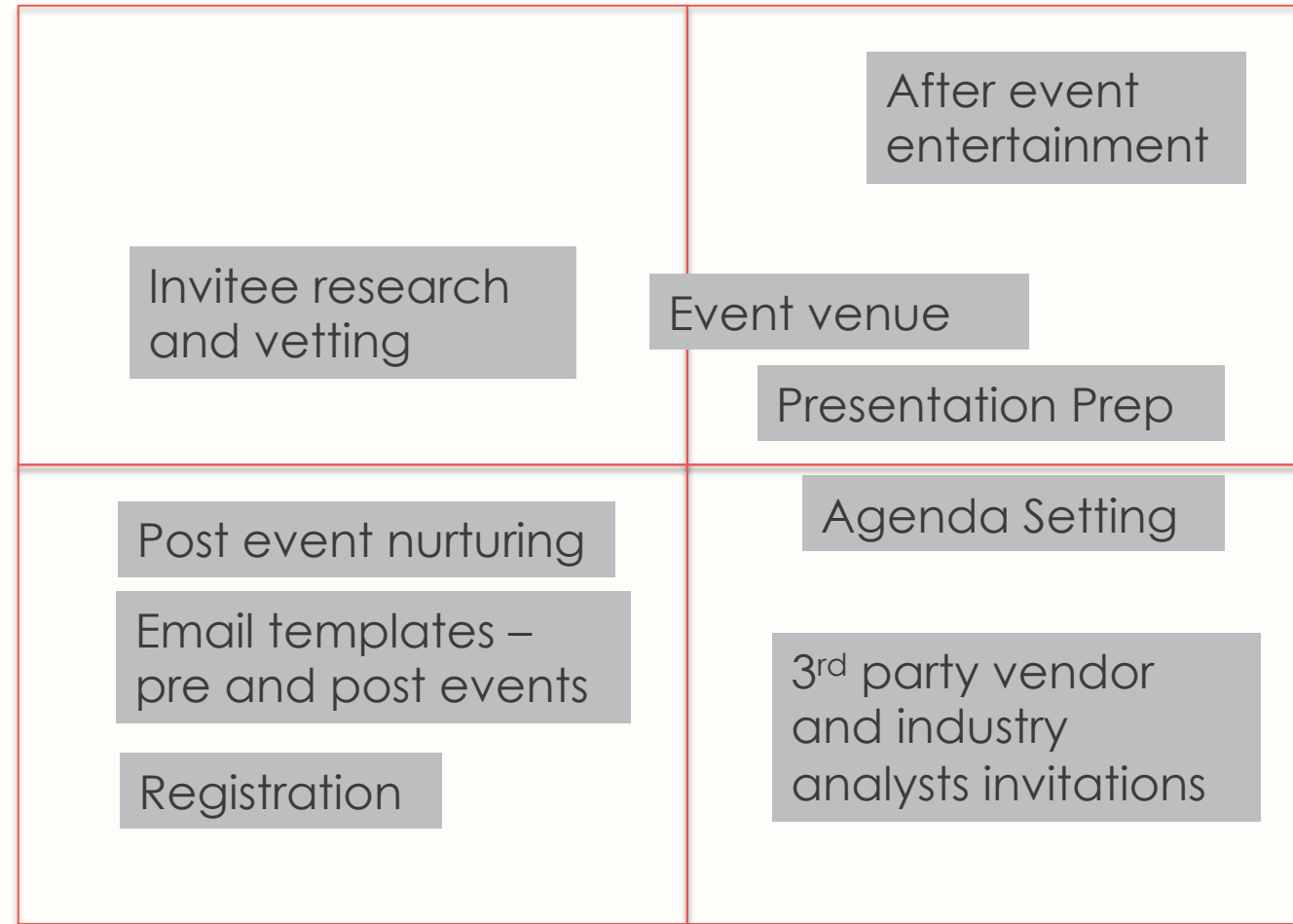
One-to-one ABM

- In Asia, personal relationships and face-to-face meetings are still key to closing big-dollar deals
- Create formal invitation-only account-specific workshops or events at hotels
- Personalize agenda and content for attendees
- Mega-trends, product roadmaps, new product demos, industry analysts, and partner solutions

Scale customized events to other accounts

Customization

Standardization



Automation

Manual

Scale customized events to other accounts

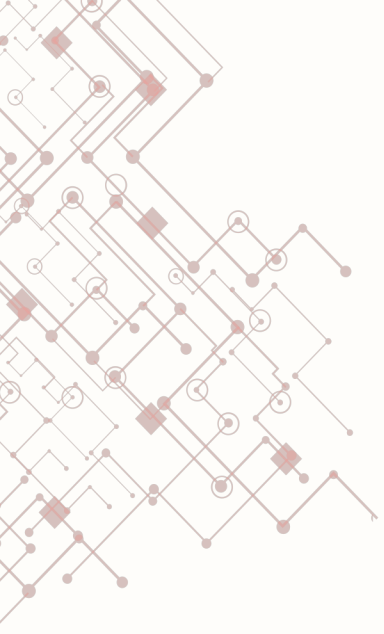
Customization

Standardization

<div>Invitee research and vetting: [Owner] 4K</div>	<div>After event entertainment: [Agency] 5K</div> <div>Event venue: [Agency] \$20K</div> <div>Presentation Prep: [Owners]</div>
<div>Post event nurturing [Owner] 10K</div> <div>Email templates – pre and post events</div> <div>Registration [Agency] 5K</div>	<div>Agenda Setting: [Owner]</div> <div>3rd party vendor and industry analysts invitations: [Owner]</div>

Automation

Manual



One-to-few ABM



Scale customized packages to other accounts

Customization

Standardization

eBook [Title], Done	<div>Personal note from sales [Owner]</div> <div>Customer reviews [Owner]</div>
	<div>UPS package [Owner], 3K</div>

Automation

Manual

Scaling the ABM landscape – Qlik and PathFactory



220

accounts

Targeting **current customers** to maximize engagement and speed to market implementation

100

Full ABM & customized banner ads



@PamDidner

Source: Qlik and PathFactory



#B2BMX

Remarketing campaign verticals



Financial Services



Life Sciences



Healthcare



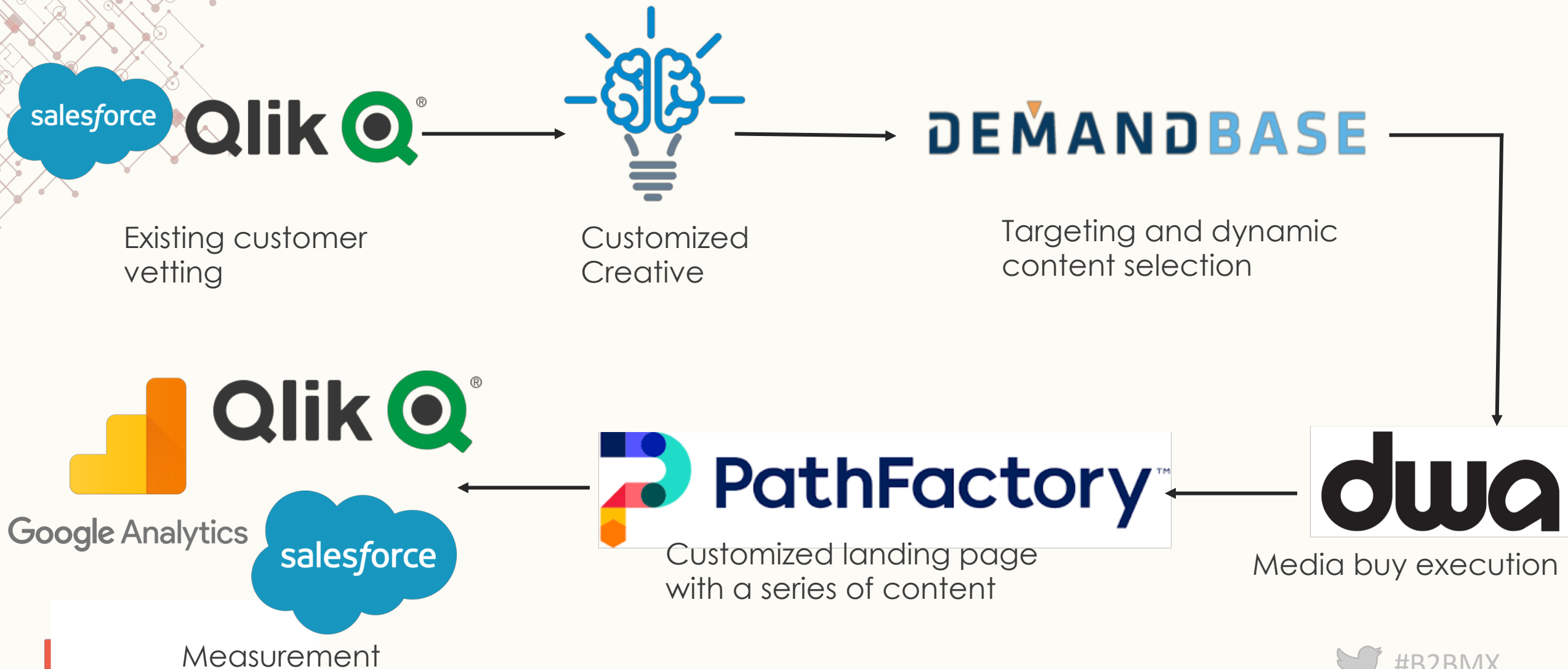
Retail



General

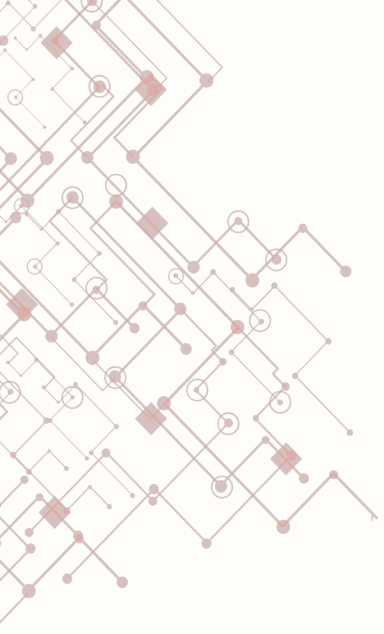


It takes a village...



Source: Qlik and Pathfactory

 #B2BMX



**Transform Demandbase's
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LEARN HOW



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LEARN HOW



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LEARN HOW





Qlik: 2018 Explore Financial Services Lookbook



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Financial Firms Learn
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Analytics



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Strategic Asset: Data



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207%

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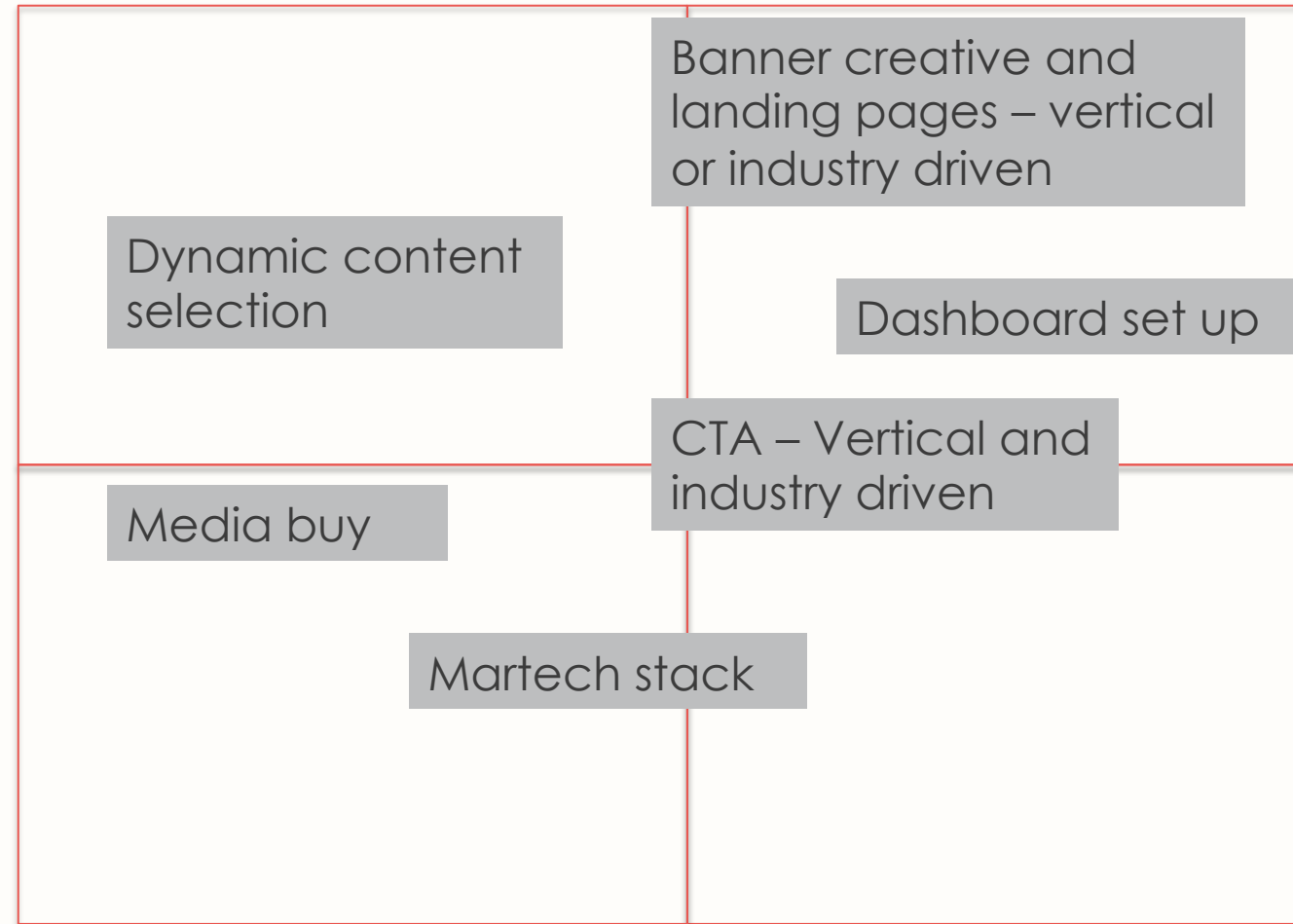
See how Qlik's data analytics platform can help financial services companies transform decision-making to drive profitable outcomes. Explore these resources today.

Next →

Scale paid ad campaigns to different verticals

Customization

Standardization



Template to budget and scale your ABM

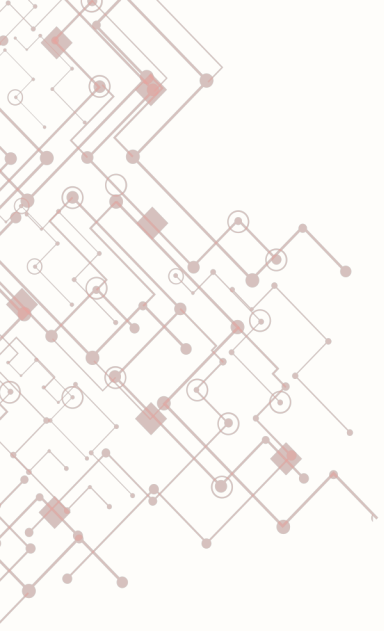
Customization

Task [Owner]
Status update. \$\$

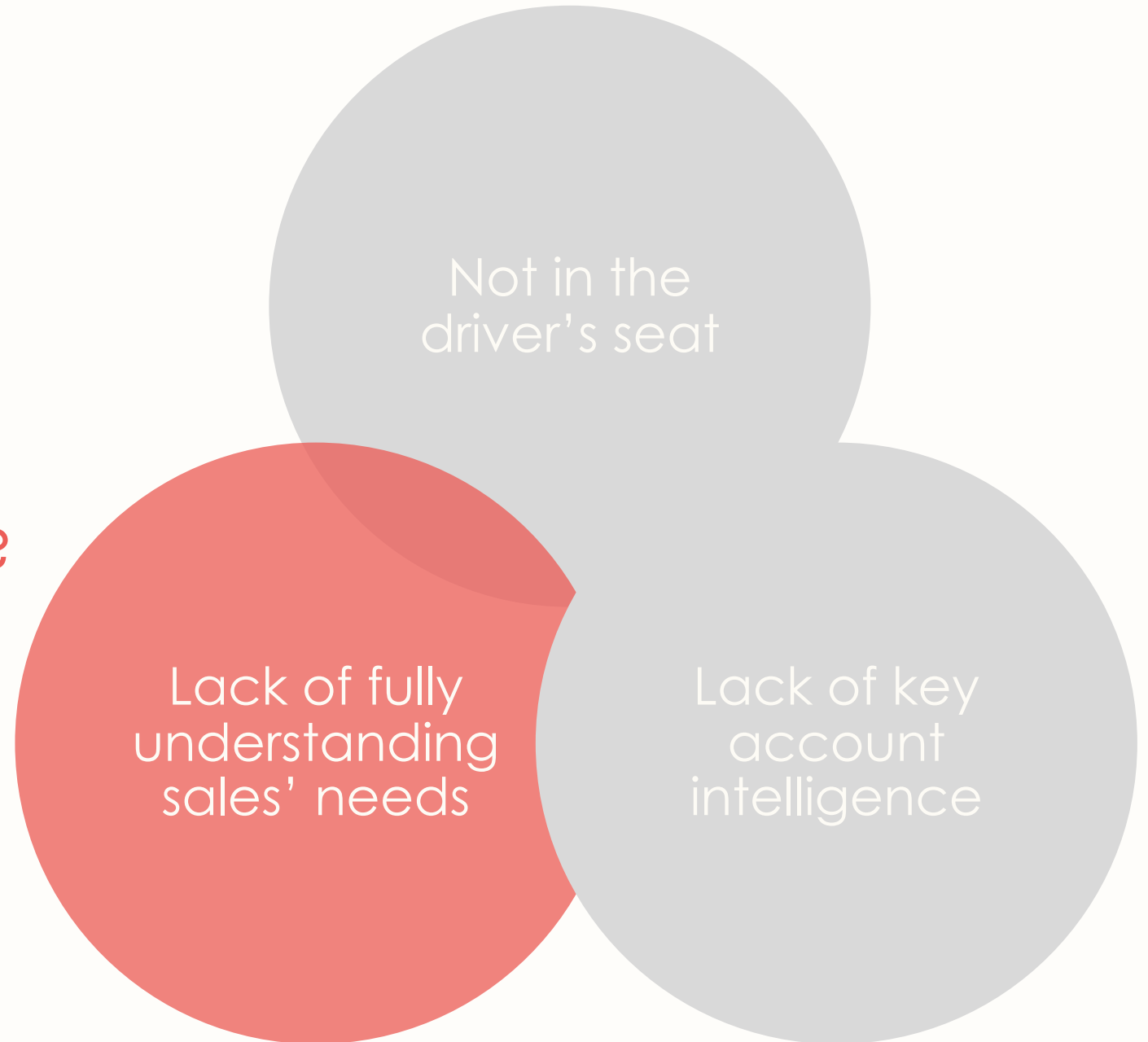
Standardization

Automatic

Manual



What are
the causes of chaos?



Turn reactive
to proactive

Know sales well

- Know sales challenges and pain points
- Know sales processes and methodology
- Know the account plans



Turn reactive
to proactive

Know sales well

- Know sales challenges and pain points → Sales Persons
- Know sales processes and methodology → The way you understand
- Know the account plans → Account intelligence



CIO Charles



Age: 55

Work: A mid-size software company

Family: married with 3 grown children

Location: Boston, MA (travels a lot)

Organized

Curious

Methodical

Risk-averse

"Comprehending where the technology is going and how to best leverage it is vital to drive business growth."

Charles leads the IT department, sets the strategy, provides technology guidance and manages resources to support technical aspects of business functions.

He focuses inward on the business, uses technology to drive business efficiencies, and delivers bottom line cost savings.

With the rise of cloud, digital and mobile devices, Charles needs not only to understand the technology, but also anticipate internal stakeholders' needs. He is tasked with creating 'flexible IT' to deliver easy-to-access data from anywhere, anytime, on any devices with quick response times and user-friendly business applications. His team is responsible for the underlying infrastructure required for transformational projects. He prefers proven solutions from respected vendors that offer preferential pricing.

He receives information from his peers, business consultants (McKinsey, Accenture etc.) and relevant industry events and publications.

GOALS

- Keep the business running
- Demonstrate cost savings
- Quantify business value to his CEO and peers
- Minimize risks and chaos for his company

CHALLENGES

- Keep pace with technology changes
- Overcome budget constraints and competing priorities
- Assess long term business impact
- Do more with less

[Company] Sales



Highly Motivated

Strategic

Stressed

Results-driven

I need [marketing] help to [do what], [what] and [what].

Our sales team focuses on selling [what] or solving [issues or problems] for our customers. They are constantly looking for new opportunities to close sales.

In addition to leads from marketing, our sales also use prospecting on [social media, at networking events, cold calling, and through referrals]. Even when they're not actively selling, they are researching [behaviors]. Aside from closing deals, our sales team puts [relationship building] as their favorite deal-related activity. They claim the best days to connect are [Tuesdays and Wednesdays]. Most of them still work on [weekends].

Most of our sales people have been with our company for over xx years. They meet quota xx% of the time. Sales is a numbers game. They review sales dashboards and discuss sales issues at [Monday morning weekly huddle]. Our sales team is strongly motivated by [financial incentive].

GOALS

- Meet or beat the quarterly quota
- Close, close, close
- Continue to move prospects through the purchase funnel
- Be perceived as a subject matter expert by their customers

CHALLENGES

- Handle rejection
- Overcome customers' budget constraints and competing priorities
- Address business and technical issues
- Quantify business impacts

[Company] Sales



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Sales Journey (example)- the way you understand

Contact

Qualify

Demo

Proposal

Close



Now, make an effort to understand your company's Sales processes

Build the Sales stages or processes the way you understand them

- What 3-5 questions does sales ask?
- What 3-5 content pieces does sales use?
- What 2-3 challenges/rejections does sales encounter?
- What 2-3 things does sales do to move prospects to the next stage?
- What channels does sales usually use to communicate with prospects? With what frequency?

Sales Journey (example)

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Qualify

Demo

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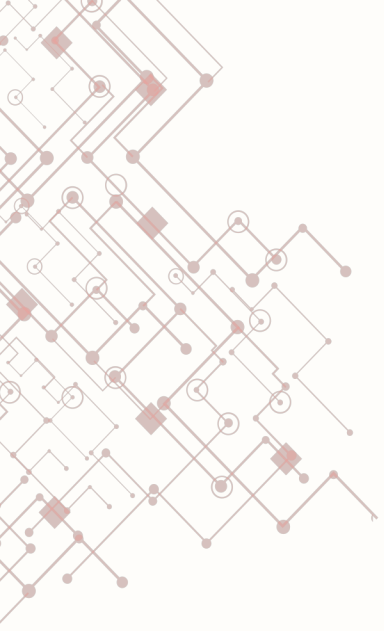
- Pre-engagement scripts
- Customer profile research
- Product sheets
- Email template for follow-up

- Sales scripts
- Customer profile research
- Product, solution briefs, suggestions
- Case studies
- Competitor guide
- E-mail follow-up

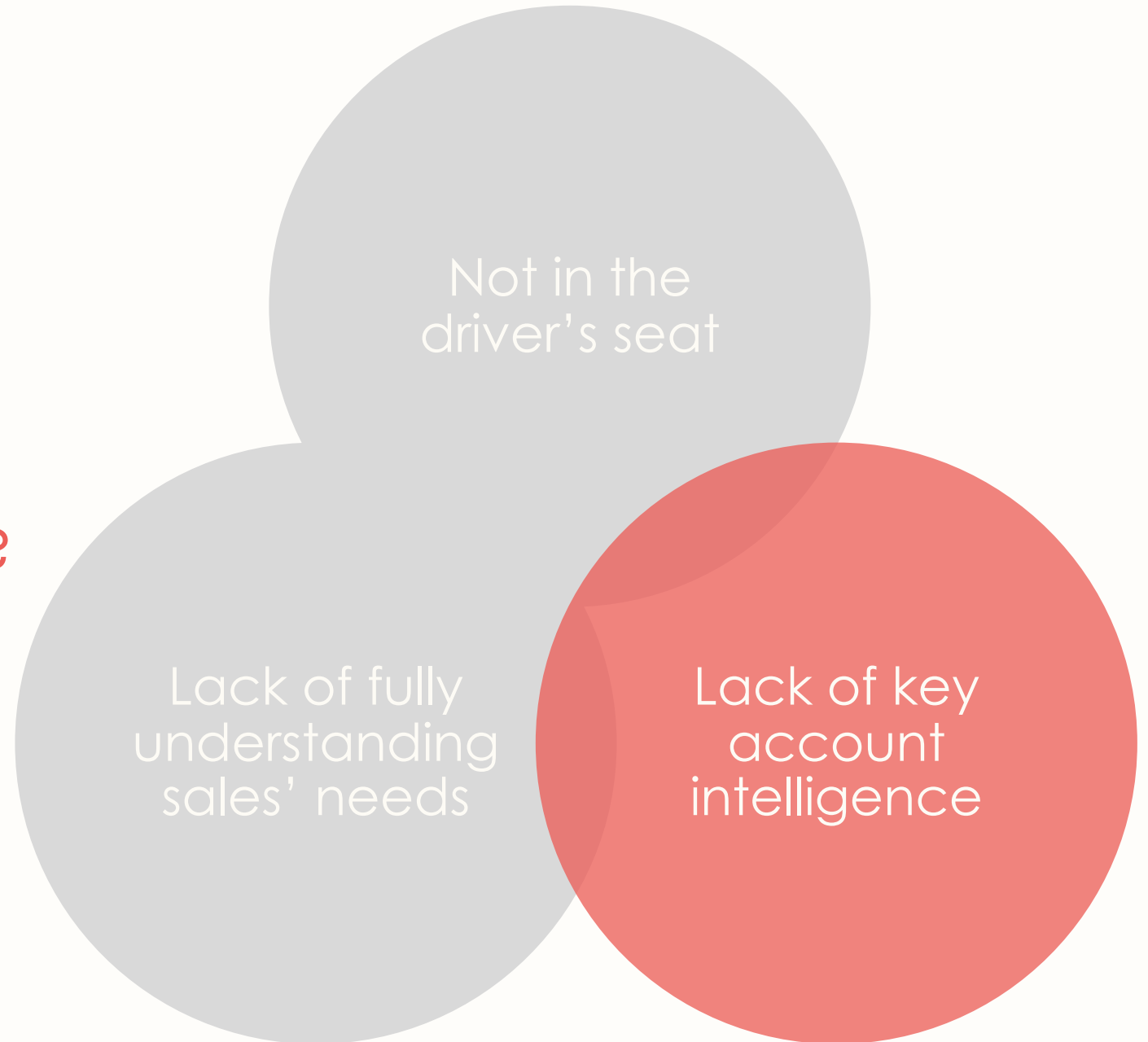
- Customized agenda
- Answer customers' questions
- Testimonials
- Demos
- E-mail follow-up

- Pass through content
- RFP completion

- Potential co-Marketing
- Potential cross-Sales or up-Sales
- Post Sales follow-up



What are the causes of chaos?



Study the account plan

- Customer's goal and objective
- Sales objective/revenue goal
- SWOT analysis
- Customer buying process
- **Customer's big initiatives**
- **Needs mapping/white space map**
- **Game plan and positioning**

plans

- Red flags
- Customer team/account team
- Organization or relationship maps
- **Performance dashboards**
- Financial data

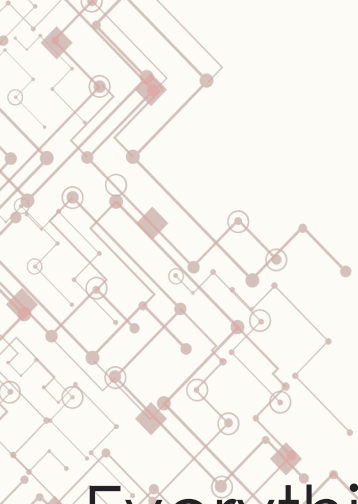
Tribal Knowledge:

Gather intelligence from different sources:

- Inside Sales heads
- Sales or martech platforms
- Other internal stakeholders

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Everything is awesome, everything is cool
when your part of a team

Everything is awesome, when you're living
out a dream

- Emmet



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