



Experience  
and  
resources  
to make the  
transition to  
ABM  
successful



FOCUSED **B2B**

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## Focused B2B Approach to an ABM Transition

1. **Identify your ideal buyer** - This is a critical step that many companies are getting wrong. **Tip:** You can do this before your CRM data is perfect. You just need to look at Closed Won – and those are usually in good shape.

**Focused B2B** can cut through the data abyss to analyze your customer data, interview SMEs and customers in order to identify all of the properties that make an account ideal. If you already have this done, Focused B2B can test your decision to make sure you've considered every facet of the account and ensure it is indeed worthy of targeting.

2. **Determine accounts, segmentation and personas** - The identification of ideal buyer can't be the stopping point. Ideal buyers typically come from multiple industries, multiple size companies, multiple stages, with different personas, etc. Marketing and sales need to decide how these accounts are going to be segmented and prioritize the targets and personas if there are too many to handle. **Tip:** Most companies start with industry.

**Focused B2B** creates your ABM matrix via consulting and data analysis services to make these decisions.

3. **Determine the value prop for the buying personas** - As an additional checkpoint on the priority decisions as well as important information needed for content, it makes sense to identify the compelling reason to buy for each persona. **Tip:** Many companies split persona responsibility between sales and marketing based on how compelling the value is.

**Focused B2B** creates your foundation for messaging by helping to identify the value props through SME and customer interviews or simply coordinate the collection of known information.

4. **Get your ops house in order** –defining what an “account” is and figuring out how to align the data in the CRM and populate them with key contacts is important. **Tip:** Don't let this stop you from getting started. This can be done in parallel to other items and attribution exists without this complete!

**Focused B2B** can advise on the approach here, but does not offer ops services to execute.

5. **Decide what sales and marketing is prepared to DO** - Before tiering accounts or purchasing technology, you need to determine what sales and marketing is actually willing/prepared to do under ABM/ABS. Is the sales team willing to make personalized videos? Should marketing do targeted IP advertising or website personalization? Is the content team prepared to handle personalized nurture programs? Does the team want to do direct mailers? **Tip:** Let your website data inform these decisions.

**Focused B2B** eliminates guesswork by providing the data to answer these questions with a report on your anonymous web traffic to let you know if advertising and web personalization are tactics you need to invest in. Focused B2B also works with the team to present all the possible tactics and create a strategy that is right for your company.



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6. **Create a strategy for handling accounts** - This is about deciding the "tiers" of accounts and the way that each will be handled as well as handoffs and metrics between marketing and sales. **Tip:** Each tier should have different treatment, resources and tactics, by marketing and sales.

**Focused B2B** makes smarketing easy by leading discussions between sales and marketing to determine the best way to handle each tier relative to the current resources as well as the best metrics for accountability.

7. **Find the target accounts** - Now that you have a strategy for account segmentation, handling and tiering, you need to identify the accounts in each tier and assign sales ownership as appropriate. **Tip:** A little extra research beyond what data vendors can provide may help narrow the list.

**Focused B2B** validates your list by testing your target accounts against anonymous website traffic. Focused B2B can also work with ops teams to discuss the best approach for data collection.

8. **Determine ABM technology to purchase** - There are lots of vendors claiming they have ABM solutions. Many are data and/or attribution vendors using the "ABM" buzzword. The remaining players have very different features and these need to match up to how the team plans to execute. **Tip:** Decisions made in step #5 are key to technology fit.

**Focused B2B** can save you weeks in demos by presenting evaluations and comparisons on these technology solutions.

9. **Create ABM content strategy & execute** - Once you know the segmentations of the accounts and personas as well as the technology and tactics that will be used, marketing needs a strategy for producing the content needed. **Tip:** Design assets as macros to get more for less.

**Focused B2B** eliminates this burden by working with your company to create the content strategy and produce the content needed. Focused B2B creates everything from eBooks and videos to infographics and emails.

10. **Create ABS strategy & execute** - ABM can be a big change for sales teams and they need help to fully understand the ideal buyer as well as their new role to provide value at every stage of the funnel. **Tip:** Make sure sales understands how their efforts will pay off!

**Focused B2B** gets sales productive quickly by creating training for sales to understand the ideal buyer, the account tiers and the tactics they need to employ to turn MQAs into Opportunities. This can also include production of scripts and email messaging as needed by sales.

11. **Project manage to completion** - there are a lot of moving parts across marketing, sales and ops teams to make the transition to ABM successful. Project management will be needed to drive steps 1-10 to completion. **Tip:** Don't attempt without a solid project plan!

**Focused B2B** integrates with your project management team or can eliminate the burden by managing the entire project.



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It's time to let your  
target buyers know  
about your amazing  
solutions.

**FOCUSED**  **B2B**

Trisha Winter, Founder & Chief Strategist

[twinter@focusedb2b.com](mailto:twinter@focusedb2b.com)

[FocusedB2B.com](http://FocusedB2B.com)