

ABM High-Value Offers

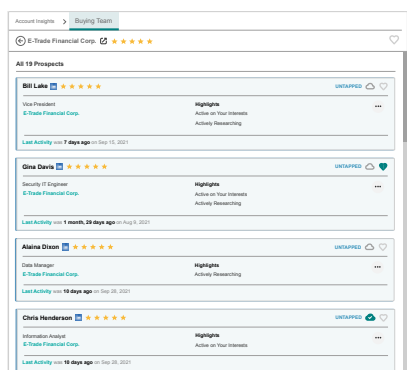
Bridging the Engagement Gap for Sales

When it comes to identifying buyers and bringing them together as a coherent, forward-moving buying team, tech sellers face an uphill battle. And the recent acceleration of virtual selling has only amplified their pain. Sellers need help – they can't do it alone.

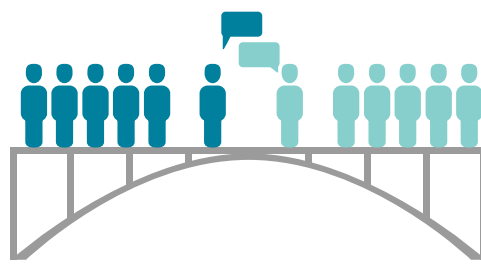
Read on to learn how Sales and Marketing organizations can better identify and bring buying teams together so sellers can more effectively engage their target accounts.

Gartner: Top 2 Virtual Selling Challenges¹

1. Identifying members of the buying group



2. Bringing buying groups together



Pro Tip: Sellers can't take action efficiently if they have to identify active buyers from a long list of cold contacts. Using Prospect-Level Intent™ data, you see clear signals from real, active buyers within an account. With these insights, you can see the buying team taking shape and pursue it as a coherent opportunity.

The High-Value Offer (HVO) concept

A **high-value offer (HVO)**, as defined by Gartner, is an interaction that provides such unique and timely business value that it compels a coherent buying team to engage.² To solve Sales' challenges, this kind of offer – which often takes the form of a meeting – is designed to drive earlier stage engagement of groups within target accounts. Unlike proposal meetings, the HVO opens conversations; its purpose is to strengthen ties between the vendor and their target.

Pro tip: HVOs require resources. That's why they're specifically for ABM, where the value and potential of the accounts has been agreed upon by Sales and Marketing. To further optimize resource allocation, use purchase intent data to monitor your ABM list so you can use strong buying group signals to prioritize which accounts deserve an HVO and what topics it should cover.

Four High-Value Offer categories³

Pro tip: To provide strong value, an HVO must be deeply relevant to multiple members of the buying team. Purchase intent data shows you what content buyers are consuming, so there's no guessing about what concerns each team member. By monitoring intent data across your ABM list, Marketing can create content frameworks across 3-5 categories that will require little customization to finalize for delivery. Marketing begins the process so Sales Enablement can easily finalize it for a seller.

Market trends, data and vision
Inform buyers in a live session covering the latest market vision, proprietary or third-party data and analysis.

Collaborative planning
Deliver a session that solves buyer challenges using a clear point of view and a collaborative plan of action.

Customized experiences
Customize existing content, such as e-books, or white papers, to address known buyer challenges for in-person discussion.

Peer experiences
Meet to share similar situation use cases from industry peers with similar challenges, processes, tactics and tools.



To learn more about how high-value offers can grow your revenue, download the e-book **Growing Sales Revenue Using High-Value Offers for ABM Engagement.**

[Download E-book](#)

Source:

- 1 - Gartner: The Chief Sales Officer, First Quarter 2021, "Customer Access Is the Predominant Barrier to Effective Virtual Selling"
- 2 - Gartner: 3 Pillars of Successful Account-Based Strategy
- 3 - Gartner | TOPO: High-Value Offers