



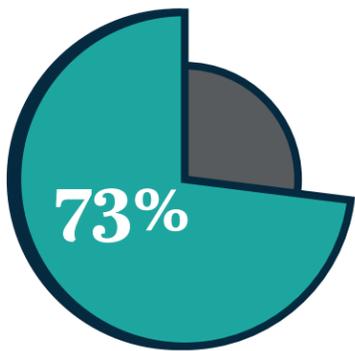
## Critical Success Factors (CSFs) for ABM

# Evolving People and Processes

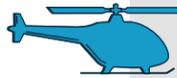
It would be nice if ABM success were as simple as adding a new solution to your stack and turning it on. Real revenue-winning strategies require more. The good news is that there are efficient ways to improve that don't require adding to budgets. Our research shows that **smart adjustments to people and process** dramatically improve ABM outcomes.

We looked at over 250 companies to understand the critical success factors that help teams exceed ABM expectations. **Learn more by downloading our full research report: "Profiling ABM Success."**

## Develop more focused and aligned sales and marketing teams



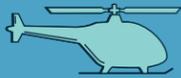
**73%** of successful ABM teams have made changes to their sales and marketing structures



### Pro Tips

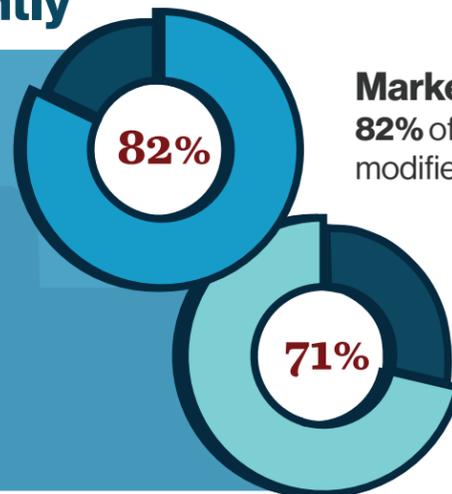
- Identify priority areas of focus and dedicate resources there. (Explicitly de-prioritize other areas.)
- Start small with one or two team members focused on ABM, scaling team size as you deliver progress.

## Modify targeting within your account list. Align your Inside Sales Reps differently



### Pro Tips

- **Marketing:** Real intent data can turn simple personas into actual people. Use it to identify and focus on the real buying team instead of "ideal" roles and functions. Build better, more personalized nurtures to raise conversion rates to new heights.
- **Sales:** Adjust your callers' KPIs to allow for more thoughtful outreach. Enable your team with better insights, positioning and messaging, taking into account active buyer needs and their interest in your competitors.



### Marketing

**82%** of successful ABM teams have modified their targeting inside accounts

### Sales

**71%** of successful practitioners align their ISRs by account

## Putting it all together

### Of successful ABM teams:



### Pro Tips

- Encourage your sales and marketing teams to interact much more than in other programs. Develop KPIs that depend on close collaboration.
- Create small team "stand-ups" to fast-track learning and new idea adoption. Hold weekly joint meetings to review progress and priorities. Establish monthly look-backs to take a deeper dive into what's working and what should be shelved for now.



## Profiling ABM Success: New research for benchmarking and roadmapping your own ABM journey

Download the full report at [techtarget.com/profiling-abm-success](https://techtarget.com/profiling-abm-success)