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eBook

The Complete 6-Part Checklist to Assess Your ABM Readiness

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Introduction

Too often organizations jump right into *doing* ABM and completely bypass the steps of determining *why* they want to adopt ABM strategy for their business. Missing this crucial step can create miscommunications, ineffective strategies, and failed campaigns.

If you want your ABM approach to succeed, you need to ensure that your organization is ready, your strategy is well defined, and your outcomes are clear.

In this eBook, we'll examine the common reasons why ABM strategies fail, as well as 6 checklist items that'll help you prepare for a successful ABM strategy and execution. Let's dive in.



DID YOU KNOW?

While 47% of marketers intended to win new business through ABM, just 41% achieved it.*

* Source: B2B Marketing, ABM Consensus 2022

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Why ABM Strategies Fail

ABM isn't a one-size-fits-all solution. And replacing (or supplementing) your old marketing strategy with ABM should be the right move for your business, not just because it's the latest, trending marketing strategy.

When ABM strategies fail, it's likely due to one of the following mentalities:

> **“Let's just do ABM already!”**

When organizations fear being left behind by competition who have already adopted ABM, they might dive right into the doing without much forethought of why they're doing it in the first place.

> **“I don't need organizational support.”**

ABM strategy is a cross-functional strategy that involves more than the marketing team alone. Without proper buy-in from all stakeholders, like the sales team, it's unlikely to succeed.

“ABM readiness is about proper preparation to make sure that you're not just checking a box to say, ‘We're doing ABM now,’”

“It's about actually going through upfront alignment and vetting to demonstrate that we are prepared, ready, and aligned on how we're going to approach this and be successful at it.”



Patrice Greene,
Inverta Co-Founder and CEO

> **“We have a list, now we'll market to it. That's ABM, right?”**

If sales and marketing aren't aligned on a target account list, your ABM program will devolve into random acts of marketing to a constantly changing, arbitrary list of accounts. You need complete alignment and clarity on who your target list includes.

> **“We'll worry about the messaging themes later.”**

When your team isn't aligned on a united theme across your various ABM activities, you are unlikely to have an impact. Your theme is the common thread that ties together the message your ABM touchpoints are driving home. Without a driving theme, your content is unlikely to be cohesive and stand out.

The Six Dynamics of ABM Readiness

Luckily, there's something you can do to avoid those ABM mishaps. Our checklist dives into six key areas you should review before adopting ABM. Remember, think of these dynamics as guidelines, not deal breakers. It's more about setting the right expectations so you can address them as you build your strategy to make sure all the stars align before you dive into ABM.

My Organization Is Ready to Pursue ABM When We've Got a Plan to...

- Affect the change within the organization
- Align with our sales team
- Speak in our customers' language
- Address the right parts of our GTM with ABM
- Build a strategy for how to leverage our tech stack for ABM
- Have the resources in marketing to make ABM a success

1 Organizational Culture

In order to succeed at an ABM approach, your organization must be ready and willing to embrace change. That means seeing the marketing organization as a key part of a broader growth strategy.

- > How is marketing viewed in the organization? Are they seen as a strategic partner in growth?
- > Is marketing leadership involved in setting the revenue and pipeline goals for the organization?
- > Does marketing have a budget that demonstrates the value the organization places on marketing?
- > Does your organization embrace change, innovation, and learning?



“Not every ABM program starts from the same place. Understanding your team’s marketing, skills, technology, and resource readiness is essential before starting your ABM journey.

Taking an honest assessment of where you are, what you need, and who does what will enable you to design, scale, and execute ABM strategies that best fit your organization.”

Danielle Carillo, Vice President, Marketing GoGuardian



2 Sales Alignment

Successful ABM relies on synchronicity between the sales and marketing teams about your goals. Without it, ABM becomes a one-sided approach and much less effective.

- > Does marketing have a strong partnership with sales?
- > Do your sales teams have named account lists that have been developed based on revenue and product targets?
- > Does sales have a willingness to move beyond alignment and truly collaborate on an ABM go-to-market approach?

3 Product vs. Customer Centricity

ABM requires an outside-in approach to messaging. Your message should not be focused on you, your solution, or your company, but squarely on the customer and their needs.

Remember: Your customer doesn't care about your product. They are trying to solve a problem. Your job is to help them solve it.

4 GTM Strategy

ABM is the right fit for your organization if your strategy aligns to a group of target accounts that are valuable to your organization. For example, top strategic accounts, companies within an ideal customer profile, or a group of accounts at risk from a new competitor are all great segments to target with an ABM approach.

- > Where do you expect to get your revenue from with ABM? (What accounts, what segments, what channels, etc.)
- > Is there a group of valuable customers that you need to target?



5 Data and Technology

Without the right technology, you'll spend an inordinate amount of time trying to match and align data from different systems to provide a full view of the ABM strategy. It's very difficult to prove the value of your progress and results with sales and leadership without a cohesive way to organize them.

- > Do you have technology or systems that allow you to identify, track, and report on the progress of your ABM accounts?
- > Are you able to gather insights about your target accounts, for action by both Marketing and Sales?

6 Marketing Resources and Skill Sets

Lastly, if your team doesn't have the resources to bring your ABM strategy to life, you'll need to re-evaluate your approach.

- > Does your team have experience designing and optimizing integrated campaigns?
- > Does your team have a solid business aptitude and understanding of the reports and data available to them to have credible conversation with sales?
- > Do you have budget for your ABM strategy? Or are you going to have to pull from other parts of the team to fund your efforts?

Conclusion

Diving into ABM without a plan is like competing in an Olympic swim race without training. You probably won't drown, but you won't win any gold medals either.

In this eBook, we've reviewed common pitfalls marketers fall into when they want to adopt an ABM strategy so you can make sure to avoid them. We also reviewed six items you should check off before you even start with ABM.

Before you start, you should ask yourself this question: ***Do we have all the pieces in place to design, execute, and evaluate our ABM program?***

By knowing exactly how you'll translate your vision into action, you can determine whether or not your organization is ready.

Inverta helps marketing leaders create a strategy-led ABM program that's intentional from the start. If you're interested in creating true value with ABM, we can help you bridge the gap between strategy, technology, and activation.

[Learn more about what we do here.](#)

