

ABM Head-Start programme case study: A world leading data services provider

A flight path to ABM success

The former head of marketing for a world-leading data services provider reveals how B2B Marketing's ABM Head-Start programme helped her crack the biggest ABM challenges she faced.

The toughest ABM challenge – the stakeholders

A complex, tailored, high-value sales model made ABM the ideal strategy for driving more revenue for this world-leading data services provider.

But ABM as an approach came with excess baggage, as the business' marketing head and ABM Head-Start client explains.

"The organisation had dabbled with ABM in the past. We had key account managers. We had tailored marketing. But these were just tactics. What we didn't have was an ABM strategy."

Because of this 'dabbling', key stakeholders within the business were simply not convinced of the value ABM could bring.

What's more there was a perception throughout the stakeholder team that ABM was merely a marketing tactic, as opposed to a business strategy. For our Head-Start client, this was a major blocker.

One shot at getting it right

"I knew we had to change the perception of ABM in the business, for it to work as a long-term strategy.

"And I knew I had just one chance to get that right: One shot at getting all the stakeholders on board – together."

Why the B2B Marketing ABM Head-Start programme?

"I'd already attended the B2B Marketing ABM Conference," explains our Head-Start client. "From what I saw and learned at that event, I was in no doubt of the need to make ABM work for our business.

"My first step was to send the whole marketing team on B2B Marketing's ABM overview training course. Once I'd done that, the marketing team were sold. "

"Next I needed to get the stakeholders on board."



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The credibility factor

One of the features of the ABM Head-Start programme that worked so well for our client and her team was the consultation process and diagnostic and planning workshop stages.

“Introducing the ABM Head-Start programme to the business provided crucial credibility to the process of winning stakeholder buy-in for ABM,” explains our client.

B2B Marketing’s lead ABM advisor, Andy Bacon, led this stage of the programme.

“Andy provided real gravitas to the process,” says our client. “In our consultations and stakeholder workshop he clearly and demonstrably understood the roles, pain-points and realities of each of the people in the room.”

The outcomes? Key account managers protective of their own accounts were able to see the hugely positive outcomes aligning with ABM could bring for them.

“Not only the sales team,” recalls our client. “We gained a crystal-clear understanding of everyone’s roles in the ABM strategy and process, and how they fit together to deliver success.”

The ABM Head-Start consultation

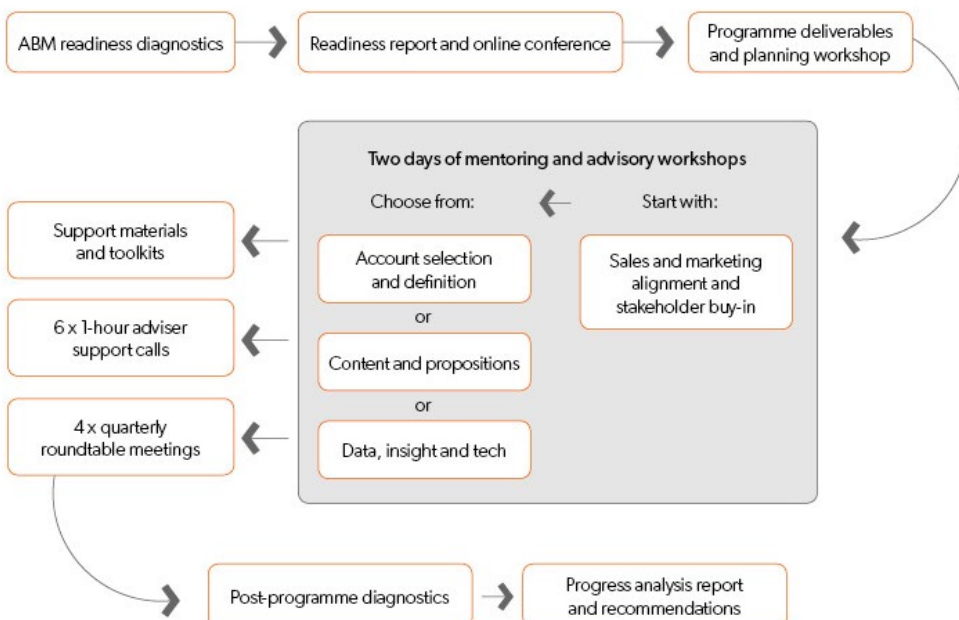
The B2B Marketing ABM consultation was a milestone in the ABM journey our client’s team was to undertake.

“The consultation was an important opportunity to understand what the value of ABM could be for our organisation and how it could work and succeed in practice.

“Right from the start, with the ABM consultation with Andy Bacon, B2B Marketing showed it understood our specific business challenges, structure and needs,” says our client.

“Andy quickly identified the specific areas we needed support in, to deliver ABM success. Even the most sceptical people in the room were turned around completely.”

The B2B Marketing ABM Head-Start process





“Introducing the ABM Head-Start programme to the business provided crucial credibility to the ABM process”

Nailing account selection

Our client’s team faced a common challenge with their ABM: account selection. Getting this stage wrong was not an option.

“The Head-Start programme enabled us to identify which of our target key accounts were really the right ones,” says its marketing head.

Crucially, they learned:

- › Where the quicker business wins lay
- › To identify crucial account health factors
- › How to take advantage of account commonalities
- › Were the best ‘ABM fit’ accounts lay.

Bringing the data all together

Disparate customer data sources were also a challenge for the business.

“Our account selection process was made so much clearer once we understood how to pull together all our customer insight,” observes our client.

“The ABM Head-Start programme showed us how to use our multiple data sources to understand the contacts in our target ABM accounts and create a clear targeting plan.”



Andy Bacon,
ABM Head-Start
lead advisor

The sky’s the limit

Once our client’s team and the key stakeholders in the business had begun the Head-Start programme, they knew who, where and how to focus their ABM efforts.

And crucially, each one understood their role, responsibility and success criteria in the ABM process.

“Once you have these challenges covered,” says our client, “the sky’s the limit.”