

Becoming One Revenue Team: 5 Steps for Using ABM to Join Forces with Sales

Successful ABM with Marketo Engage requires sales and marketing collaboration.

Account-based marketing (ABM) is a strategy, not a technology. It's an experience-centric approach that requires sales and marketing teams to collaborate on best-fit account opportunities. Together, sales and marketing will engage specific buying groups with relevant experience inside target accounts to generate more revenue faster and more easily.

Rather than marketing broadly to many potential buyers, companies that employ an ABM strategy focus their resources on a shared set of specific accounts that they know are a good fit for the products and services they sell. The goal is a coordinated and personalized account-based experience for key stakeholders, or buying groups, within each account.

For ABM to be effective, sales and marketing must partner together to create account-based experiences (ABX) that



focus on long-term lifetime value. In fact, partnering with sales is essentially a prerequisite to any ABM strategy — if you're considering implementing ABM or looking to improve your current strategy, start by ensuring you have a strong foundation of organizational partnership between your marketing and sales teams.

Meet regularly	Share & own the number	Be available and accountable	Find and address gaps together	Build a lead-to-revenue model
<ul style="list-style-type: none"> Weekly meetings on commercial performance Marketing attended weekly sales meetings Actually sit with reps, listen to phone calls, and ask for their feedback 	<ul style="list-style-type: none"> MQL quality and volume Event reg & attendance Opps created Sales cycle & process Average selling price Bookings Churn Cross-sell Shared dashboards 	<ul style="list-style-type: none"> Keep some skin in the game Call your business partners, be a friend Make yourself available for sales calls, demos, and training 	<ul style="list-style-type: none"> Win/loss data Competitive intelligence Intent data for cross-sell, new business, and outbound Fast-moving behaviors Recycled reasons & lead grades 	<ul style="list-style-type: none"> Redefine what it means to be a marketing qualified lead Build model stages, agree on SLAs, and create shared dashboards for maximum accountability



1. Meet regularly

This may sound like a given, but sales and marketing must regularly—and willingly—collaborate on how to optimize the outcome of their shared ABM strategy. For example, sitting with sales reps during prospecting and customer calls gives marketers the opportunity to identify gaps in marketing-delivered guidance and resources. Additionally, communicate to sales that your Marketo Engage instance can help them scale their strategic selling efforts. This includes using your first-, second-, and third-party marketing data, and Marketo Engage's account profiling and lead-to-account matching features to help inform account prioritization and selection.



2. Share, own, and incorporate numbers in Marketo Engage

While many metrics ultimately make up revenue, marketers need to prioritize the leading contributors. It's also smart for marketing to get comfortable with key sales metrics, like average selling price (ASP), bookings, churn, and cross-sell. This sets the stage for sales and marketing to develop a shared plan for improving one or more of the numbers that closely correlate to revenue. Create account-level reports inside Marketo Engage that sales will be able to understand and that are based on the agreed upon scoring and qualification metrics.



3. Be available and accountable

Sales and marketing own a business together, so both parties need to think in those terms. Here's what marketers can do:

- Proactively reach out to sales counterparts, whether that's making a call or dropping by their desk.
- Put on the seller's hat and join sales calls to show commitment to closing deals.

- Always keep the most recent version of sales plays, email templates, and outreach content up to date.
- Develop shared reports in Marketo Engage and your integrated CRM that both teams can understand.



4. Find and address gaps together

Sales and marketing should review relevant data together as a team and explore options for driving more qualified opportunities and closed deals from the target account list. Use and review the same account-level reporting together inside Marketo Engage and your CRM to ensure both teams can optimize efforts. Offer up additional ABM tactics, such as [Bombora's Intent Data Integration](#) inside Marketo Engage for account prioritization, or using Marketo Engage's Account Profiling to provide more data and account insights.



5. Build a lead-to-revenue model for ABM

Together, build and agree on a lead-to-revenue model that matches your unique buying process and aligns with your ABM strategy. Set up the proper flows for account scoring and routing automation in Marketo Engage that consider every stage (from awareness to advocacy) and share ownership of the results. Be sure to define a qualification model in Marketo Engage, as well as reports that clearly define where a lead or account was sourced, when an opportunity should be created, and how success will be measured.

Here are the conversation starters you'll need to win over your sales team.

If your organization is like most, your sales team will most likely need some convincing that ABM will be highly beneficial to them. If you need to gain sales buy-in, make sure the sales team understands the dramatic benefits that ABM brings to their lives: higher win rates, larger deal sizes, and increased velocity, to name a few.

Whether you're meeting one-on-one with the director of sales, writing an email, or pitching the entire sales department, ask these key questions:

1. How satisfied is sales with the target account leads they're currently getting from marketing?
2. Is marketing discovering contacts in the right accounts?

3. Does the sales team have enough accounts to meet their quota and drive closed business?
4. How are marketing programs specifically helping the salesteam penetrate their target accounts?
5. Is the current sales and marketing lead hand-off causing more harm than good?
6. Does sales feel like they have enough visibility into marketing activities that have happened to the accounts they are about to reach out to?

Remember, the lead hand-off from marketing to sales does not exist in ABM! While one team may take the lead over the other at certain stages of the buyer's journey, both teams are collaborating every step of the way. The responsibility of providing epic account-based experiences is shared equally between both teams. Becoming one revenue team will help ensure that your account-based experiences are seamless, relevant, and effective from awareness stage to advocacy stage.

Learn more at marketo.com/solutions/account-based-marketing