



Shortcut to business growth Supercharge ABM with winning teamwork

ABM is an established strategy for converting prospects and generating revenue faster and more easily. But how many software and technology companies are making the most of its potential?

Truly successful ABM requires true sales and marketing collaboration, creating account-based experiences (ABX) that focus on long-term lifetime value.

Creating one winning revenue team

Here's how your sales and marketing teams, empowered with **Marketo Engage**, can come together to create one transformational revenue team.



Meet in the middle and go further

Here are some of the simple steps to a more unified ABM strategy.



Having marketing teams in weekly sales and performance meetings



Getting marketing to sit in on sales calls and share thinking



Sharing your 1st-, 2nd-, and 3rd-party data, and using profiling and lead-to-account matching features to help with prioritisation and selection



Offering visibility of data such as: MQL quality, Event Reg, Opps created and Sales cycle

Build your unique lead-to-revenue model



Together, your team should build and agree on a model that matches your unique buying process and aligns with your ABM. They can then create a qualification model in **Marketo Engage** to ensure any success is measured correctly and can be learned from later.

Need help selling the idea to Sales?
Here's a few thought-starters and questions to demonstrate the value.

- 1 How satisfied are they with the target account leads they're currently getting from marketing?
- 2 Do they have enough accounts to meet their quota and drive closed business?
- 3 Is the current sales and marketing lead hand-off causing more harm than good?
- 4 Is marketing discovering contacts in the right accounts?
- 5 How are marketing programs specifically helping them penetrate their target accounts?
- 6 Do they feel like they have enough visibility of any marketing activities with the accounts they are approaching?

The collaboration keeps going, you keep growing

There is no lead hand-off in ABM. Becoming one revenue team will help ensure that your account-based experiences are seamless, relevant, and effective from awareness to advocacy. Kickstart your journey to more efficient and effective sales and marketing with **Marketo Engage**.