

FIVE STEPS TO BECOMING ONE REVENUE TEAM WITH SALES FOR ABM

A Successful ABM Strategy Requires Sales and Marketing Collaboration

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

Companies that employ an ABM strategy focus resources on specific accounts that are a good fit for their products and services, rather than marketing broadly to many potential buyers. They then orchestrate a coordinated and personalized account-based experience for key stakeholders, or buying groups, within each account.

For ABM to work, [sales and marketing have to partner](#) together to create account-based experiences (ABX) that focus on long-term lifetime value. Partnering with sales is a prerequisite for an effective 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.

Five Steps to Becoming One Revenue Team with Sales

So, what's the magic formula for working as one revenue team with sales? What do you need to focus on as you [implement ABM using Marketo Engage](#)?

Taking full ownership together means marketing acknowledges its ability to influence revenue using an account-based mentality, and sales owns its responsibility to collaborate with marketing in order to maximize revenue. To that end, here are five steps that marketers can take to establish credibility and become one revenue team with sales.





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 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 account scoring and routing automation flows inside your Marketo Engage that consider every stage from lead to revenue and share ownership of the results. Be sure to define a qualification model in Marketo Engage as well as a report that clearly indicates where a lead or account was sourced, when an opportunity should be created, and how success will be measured.

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If your organization is like many others, your sales team will most likely need some convincing that ABM is 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 currently get from marketing?
2. Is marketing generating leads 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 sales team penetrate their target accounts?
5. Is the current sales and marketing lead hand-off causing more harm than good?
6. Does sales feel that they have enough visibility into marketing activities connected to the accounts they are about to contact?

Remember, the lead hand-off from marketing to sales is not the only point of contact when doing ABM! While one team may take the lead over the other at certain stages of the buyer's journey, both teams are collaborating during every step of the way. The responsibility of providing [epic account-based experiences](#) is shared between both teams and never stops because the relationship with your customers never stops. Becoming one revenue team will help ensure that your account-based experiences are ongoing, relevant, and effective from awareness to advocacy and beyond.



Curious to find out which sales and marketing coordination capabilities get unlocked across your entire Marketo Engage instance when you add ABM?

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