



Say Goodbye to Leads & Hello to Account-Based Strategy



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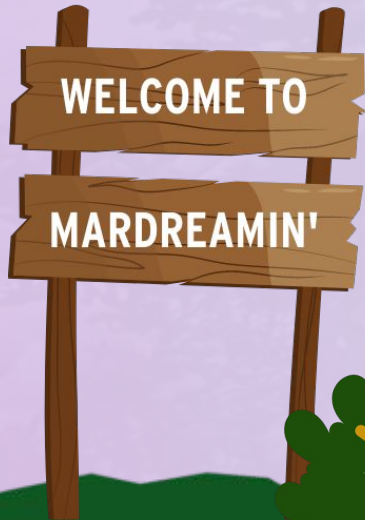
“The majority of programs are seeing measurable improvements across a range of account, sales and organizational objectives:

- 84% pipeline growth
- 72% say ABM delivers a higher return on investment than other types of marketing
- 66% say ABM is significantly improving marketing and sales alignment

Forbes

Agenda

- Why Account-Based Strategy
- Org-Wide Change Management
- Technology You Can't Skip
- Sales and Marketing Harmony



Company-Wide Change

Moving to an account-based strategy requires understanding from every level in your organization.

Leadership must champion this move completely.

It is not just marketing. It is not just sales. It is a full revenue strategy that impacts your entire go-to-market organization.

Leadership Leveled Change Management

Identify your champions and communicate your plan to them clearly.

Set and stick to reasonable timelines.

Don't wait to figure out how you'll measure success.

Make sure leadership has a job in program rollout, training and enablement, and ongoing investment in strategy.

No longer MQL but MQA!

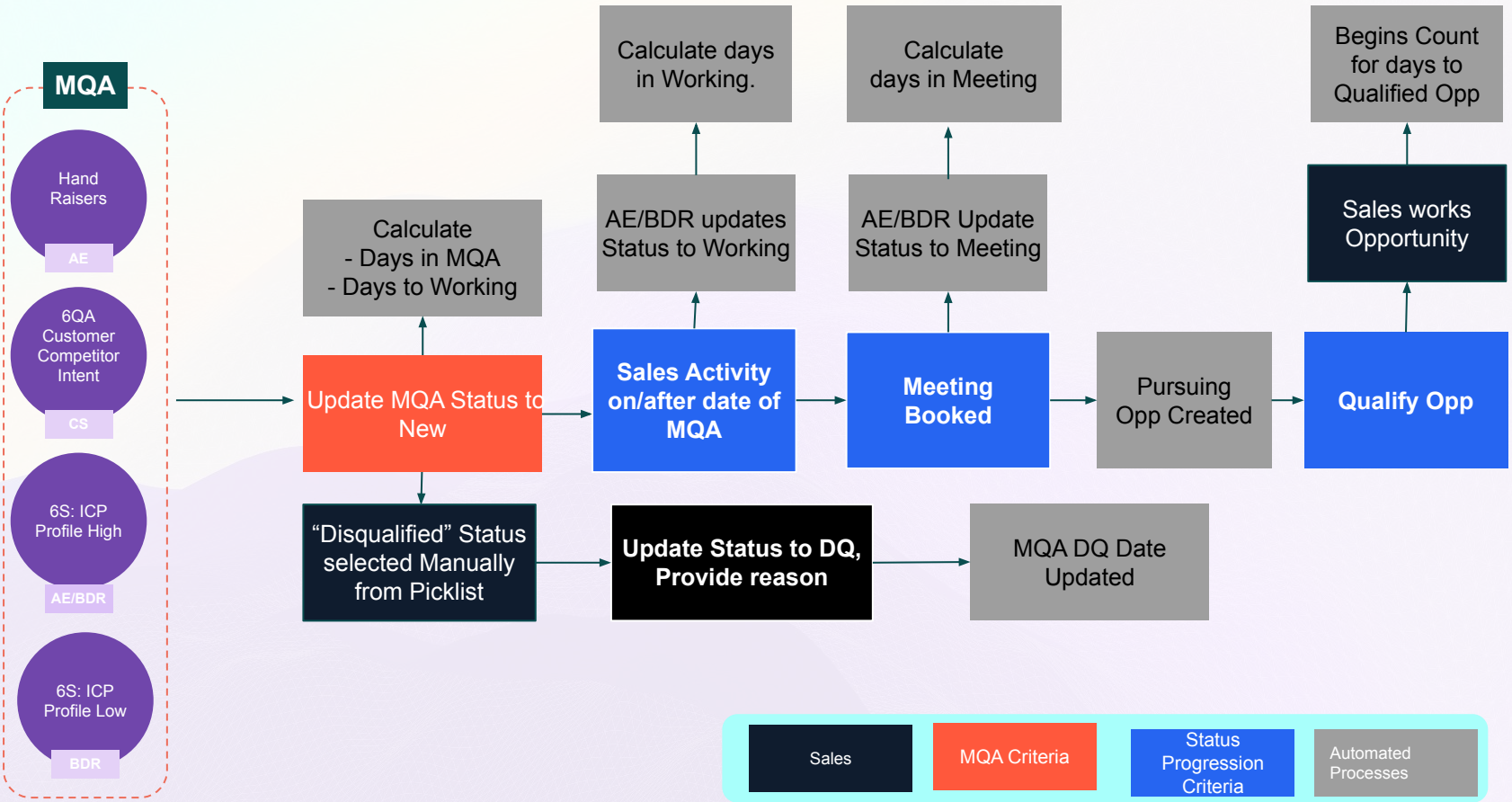
MQA (Marketing Qualified Accounts)

1. **Predictive Accuracy:** Improve prediction with advanced AI techniques.
2. **Real-time Insights:** Get up-to-the-minute data on prospect interests.
3. **Enhanced Personalization:** Tailor content for each account's journey in the buying stage.
4. **Improved Prioritization:** Focus on strong profile fit accounts for better ROI.
5. **Reduced Wasted Resources:** Avoid wasting time and money on uninterested prospects.

Choosing the right technology!



Salesforce Orchestration



Automate MQA Cadence

1



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An ICP account MQAs

2



Contact Acquisition orchestration based on persona and creation of account in Salesforce.

MQA Automated Cadence

3



Routing: Routing to Sales with Slack follow up notification and reminder of SLAs expectations.



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Marketing: Enrollment in buying stage engagement through automated nurture, direct mail, display ads, or event invitations.

Dashboard:

- Sales
- Operations
- Demand Gen

4

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Reporting / SLA Tracking

| Account | SLA | Start Date | End Date | Status |
|-----------|-------|------------|------------|-------------|
| Account A | SLA 1 | 2023-01-01 | 2023-01-31 | Completed |
| Account B | SLA 2 | 2023-02-01 | 2023-02-28 | In Progress |
| Account C | SLA 3 | 2023-03-01 | 2023-03-31 | Not Started |

Sales & Marketing in Harmony

ABM = false advertising

An account-based model takes equal effort from sales and marketing.

Getting to Harmony

Don't skimp the enablement.

Remember, WIIFM!
("What's in it for me")

But first, accountability.

Have a plan for reporting,
set expectations for your
teams early on.

Ensure both teams know
what the value the other
brings.

Transition into
campaigns.

01

All
accounts

Demand Gen is warming
accounts (non-MQAs) for you



BDRs work ALL MQAs ASAP
(min 24 touches per account)

MQAs

02



03

Top 20

AE selects Top 20 MQA accounts
AE and BDR align on plays per account
Marketing provides aircover and
outreach opportunities

We convert to:
meetings, pipeline, ARR :)

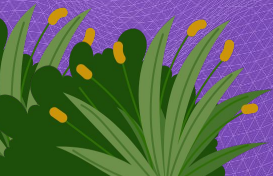
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04



Questions?

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