ABX

Account-Based Strategy for GTM

ABX Program Navigation

Why ABX?

Focuses all Go-to-Market efforts on:

- Accounts that fit your Ideal Customer Profile
- Becoming SMEs of your most valued accounts
- Transparency through common goals
- Collaborative actions and feedback loops
- Iterative and responsive planning for optimization

ABX Purpose

Strategic benefits delivered:

- Shorter sales cycles through focused targeting
- Larger deal sizes from strategic engagement
- Improved customer retention and lifetime value
- Better resource allocation across teams
- Closer team collaboration and rapport building

ABX Purpose

Focus, Alignment, Collaboration, Relationships, Revenue

Targeted Approach

Empower the sales team with a highly targeted and personalized approach, focusing efforts on key accounts that are most likely to convert and deliver sustainable revenue growth.

Strategic Alignment

Strategic alignment improves the efficiency of the sales process and increases the likelihood of closing deals while building long-lasting customer relationships through coordinated efforts.

Customer Journey Focus

Focus on key actions and strategies at each stage of the customer journey, emphasizing relationship building through personalization, collaboration, and account-centric approaches that drive results.

ABX for the Entire Customer Journey

A comprehensive approach that guides accounts from initial prospect through advocacy, with strategic touchpoints at every stage.

Prospect

Identify high-value target accounts aligned with business objectives, personalize outreach and marketing efforts, and implement multi-channel engagement strategies.

Customer Advocacy

Encourage customer advocacy through referrals and testimonials, foster a sense of community among advocates, and collect feedback for continuous improvement.

Lead Conversion

Prioritize accounts in the sales process, tailor sales pitches and proposals, identify key stakeholders and their influence, and encourage cross-functional collaboration.

Customer Engagement

Provide proactive support, identify upsell and cross-sell opportunities, and encourage customer advocacy through consistent value delivery.

Customer Expansion

Continuously analyze account data, develop customized expansion strategies, and create long-term plans aligned with account goals.

ABX is a Team Sport

We plan together, build goals together, go-to-market together, and learn together

1 **Alignment Drives Results**

By aligning marketing and sales efforts, ABX ensures that the sales team receives qualified leads and account-specific insights, enabling them to tailor their pitches and engage in more meaningful conversations with prospects.

2 **Cross-Functional Collaboration**

ABX draws in team members from product, solutions and intelligence (S&I), and the executive team for a full-court press on relationship building and account penetration.

3 **Continuous Optimization**

Sales provides a critical feedback loop to marketing for optimizing marketing programs, ensuring continuous improvement and adaptation to market dynamics.

4 **Transparency and Clarity**

The program achieves transparency and clarity across all stakeholders, creating a unified approach to account engagement and revenue generation.

ABX Program: Core Functions

Target Account List Management

- ICP (Ideal Customer Profile)
- Account Selection
- Account Tiering
- Industry Lists
- List Management and Refinement
- List and Report Delivery for Sales Team and BDRs

Sales Partnership

- Custom Dashboards and Reports
- Weekly ABX Meetings
- ABX Slack Channel Real-time Insights
- Sales Play Orchestration
- Account Insights and Engagement Planning

Demand Generation

- Industry-Specific Value Drivers, Messaging, Content
- Advertising - Account and Contact Targeting
- Content Syndication
- Email Nurturing
- ISAC Programs
- Podcast

Events

- Event Strategy and Selection
- Pre, During, Post Event Orchestration
- Thought Leadership Opportunities
- Webinars
- Industry and Vertical Conferences

Analytics

- Metrics Aligned to Readiness, Activity, Output, and Performance
- KRs for Journey Stage Advance, Meetings Set, SALs from Tiered Accounts
- Outbound Operational Support
- Executive and Board Introductions

ABX Plan Highlights

ABX 2.0 – Focus on relationship building and conversion

Brand Awareness

- Advertising
- Quarterly Webinar Program
- Content Syndication
- Organic Social Tiered Account Program
- ISAC Program Optimization
- Product-Led No Touch POV
- SME Programmatic Outreach

Account Conversion

- Early Journey Stage Progression Program
- Process Refinement for Actioning MQA
- Account Planning
- Account Engagement Feedback
- Tools Optimization Across Team
- End-to-end collaboration: Joint responsibility for account insight, planning, execution, and review

Tier 1 Strategy Refinement

- Tiered Account Event Strategy: Presence and Engagement Optimization
- VIP In-Person Events
- Hosted Events
- BDR Outreach - Targeted and Personalized
- Custom workshop events
- Become SMEs of Most Valued Accounts

Opportunity Support

- Cross-channel optimization for opportunities and deals
- Customized business cases
- Workshop Iteration
- Executive Engagement
- AI Tools for Personalized Late Stage Assets
- Personalized microsites
- Leveraging AI for asset development: use cases, success stories, sales enablement, custom content pages
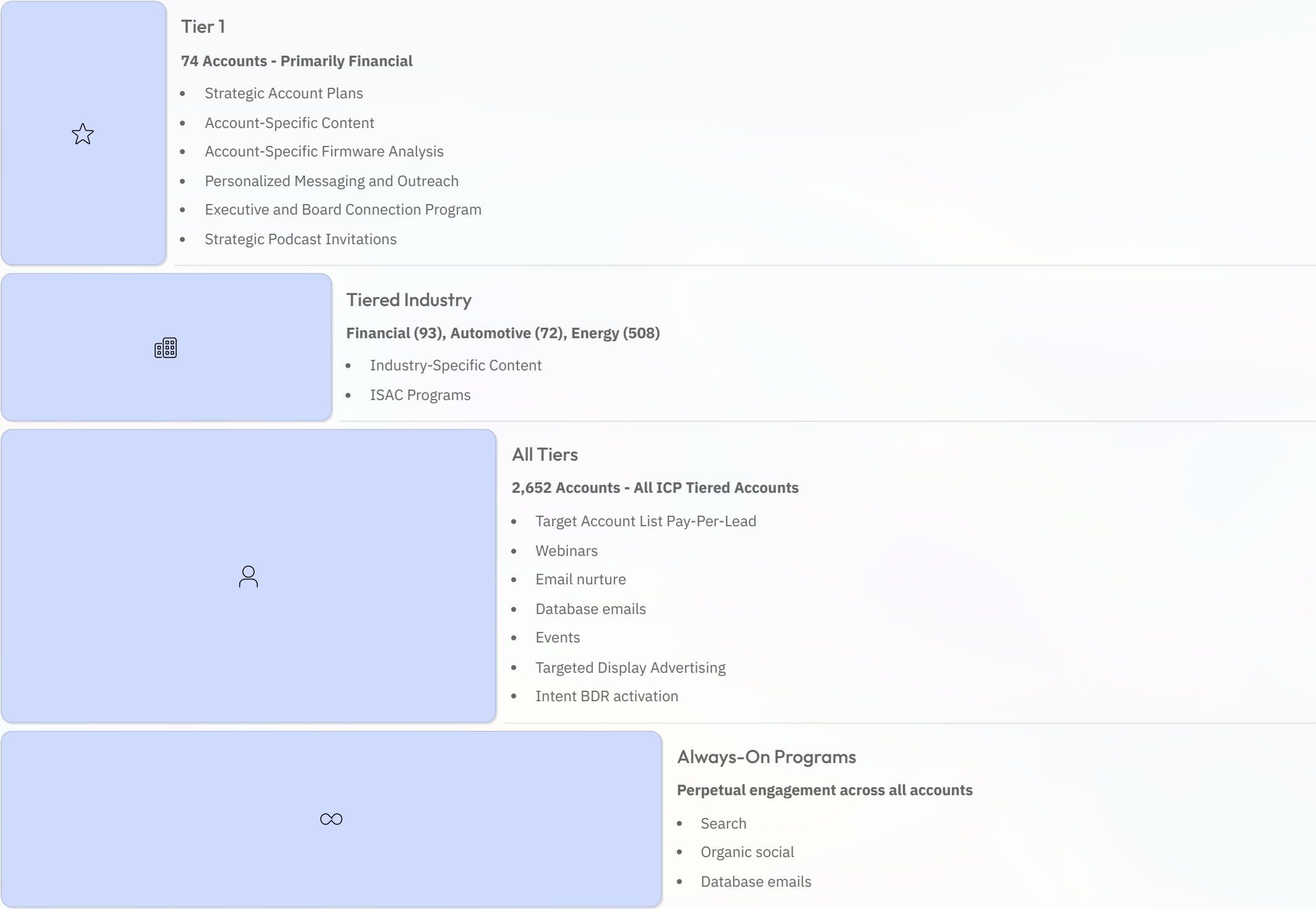
Core Functions

ABX Program

Collaboration Among Sales, Marketing, Product, CX, and the Executive Team
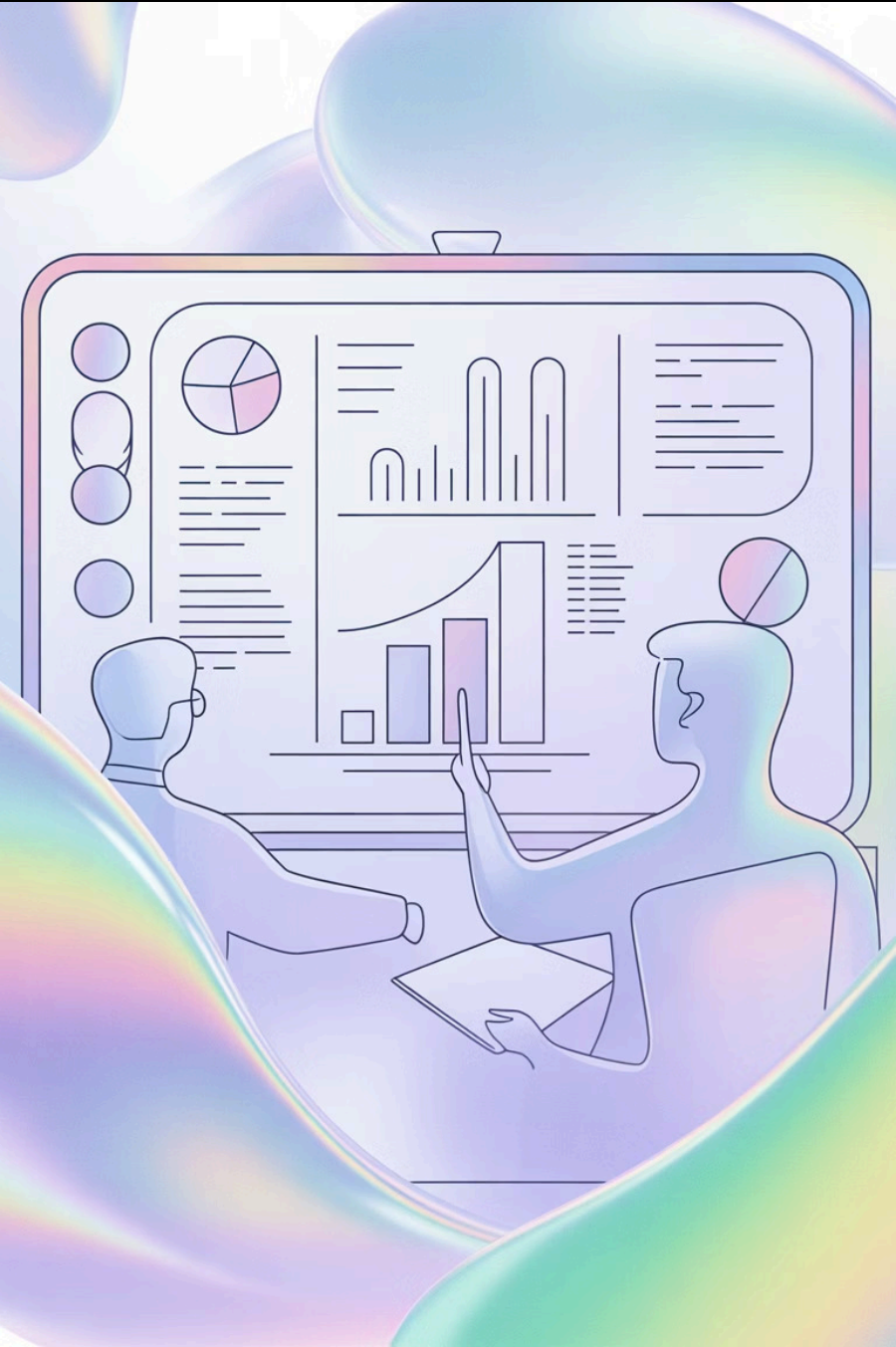
The ABX program creates a unified framework where every team member contributes unique expertise toward common account goals. This cross-functional approach breaks down silos and creates seamless coordination across the customer lifecycle.

ABX Program Coverage

Increasingly targeted, cost-per and potential revenue/deal size

Tier 1

74 Accounts - Primarily Financial

- Strategic Account Plans
- Account-Specific Content
- Account-Specific Firmware Analysis
- Personalized Messaging and Outreach
- Executive and Board Connection Program
- Strategic Podcast Invitations

Tiered Industry

Financial (93), Automotive (72), Energy (508)

- Industry-Specific Content
- ISAC Programs

All Tiers

2,652 Accounts - All ICP Tiered Accounts

- Target Account List Pay-Per-Lead
- Webinars
- Email nurture
- Database emails
- Events
- Targeted Display Advertising
- Intent BDR activation

Always-On Programs

Perpetual engagement across all accounts

- Search
- Organic social
- Database emails

Strategic Planning

ABX: Strategic Planning & Sales Collaboration

The strategic planning process serves as the foundational blueprint for the joint efforts of sales and marketing teams. Together, we gather intelligence and determine how we will convert prospects into customers and retain them for long-term value creation.

This collaborative approach ensures every touchpoint is purposeful, every message is relevant, and every action moves accounts closer to conversion.

Strategic Plan Development for Tier 1: Phase 1

Foundation and Intelligence Gathering

Task	Owner
Overview of the Account's Business and Industry	Sales Executive
Intelligence Gathering Supported by Marketing	Sales Executive, BDRs
Defining Clear Objectives for the Account Supported by BDRs and Marketing	Sales Executive
Addressing and Articulating Pain Points	Sales Executive, BDRs, Marketing
Defining Key Performance Indicators (KPIs) Supported by Sales Executive	Marketing

Strategic Plan Development for Tier 1: Phase 2

Execution and Relationship Building

Task	Owner
Step-by-Step Initiatives to Achieve Objectives	Marketing
Identifying Decision-Makers, Influencers, and Users Supported by Marketing	Sales Executive and BDRs
Milestones and Timeline	Marketing
Sales Play Deployment May include Product, S&I and Executive Team	ABX Team
Building Relationships with Stakeholders Supported by Marketing, ABX Team - May Include Product, S&I, Executive Team	Sales Executive, BDRs
Managing Regular Check-ins and Updates Supported by Sales Executive and BDRs	Marketing
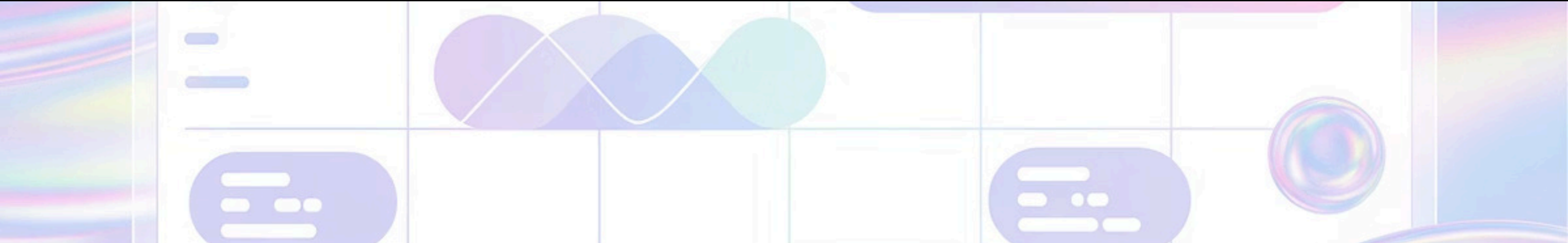
Summary of Weekly Focus & Tasks

Sales Team

1. Identify and review top 10 target accounts
2. Personalize outreach plans
3. Conduct outreach and follow-up
4. Engage in discovery calls and demos
5. Provide feedback and plan next steps

BDR Team

1. Research target accounts and decision-makers
2. Prepare and execute outreach sequences
3. Nurture and qualify leads
4. Update CRM with interactions
5. Compile weekly reports

Marketing Team

1. Provide account insights and content assets
2. Develop customized content
3. Launch and monitor campaigns
4. Support engagement with follow-ups
5. Analyze performance and optimize strategies

Collaboration Touchpoints

- **Monday:** Sales Rep and BDR Stand-Up
- **Wednesday:** ABX Sync
- **Thursday:** Strategy Session
- **Friday:** Sales Rep and BDR Stand-Up
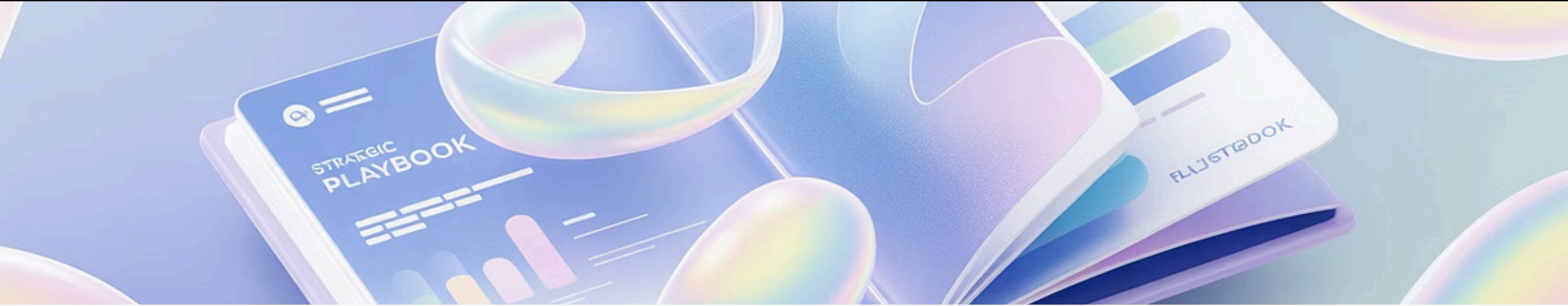
Play Samples

The following examples demonstrate how we execute targeted plays across different account tiers. Each play is designed with specific objectives, clear deliverables, and coordinated multi-channel support to maximize engagement and conversion.

Target Account Play Strategy

Tier 1 Play

Objective: Engage the largest, most strategic ICP prospects

- Clearly defined target personas
- Clearly defined sales alignment, and sales and marketing orchestration plan
- Report generated from analysis of firmware from a prospect that has an open marketplace of firmware
- Report sent with cover letter to target contacts
- Supported by multi-channel digital aircover

Examples:

Tier 2 Play

Objective: Engage High-Value Tier 2 Target Accounts with Relevant, Industry-Customized Data

- Clearly defined targets, sales alignment, and sales and marketing orchestration plan
- Vertical-specific Report: Energy, Financial, Automotive
- Vulnerabilities in specific market
- Industry-specific research
- Regulatory mandate
- Supported by multi-channel digital aircover

Examples:

Tier 3 Play

Objective: Drive Funnel Progression in Tier 3 Accounts

- Clearly defined targets, sales alignment, and sales and marketing orchestration plan
- Original Company X Research: MATTER, Regulatory, Vulnerability Research
- Supported by multi-channel digital aircover marketing

Examples:

Sample Tier 1 Account Engagement Strategy

- Strategic Account Plan Created

- Key Contacts Identified at Each Account

- Account and Key Contacts Enrolled in LinkedIn and Demandbase Advertising

- Sales Owner and BDRs map LinkedIn connections for relationships with Company X executives, board members, customers, partners
  Save these leads in a Sales Nav Account Map

- Executive and SME Introductions Program

- Board of Directors Intros Program

- Identify Key Contact for IoT Podcast and submit on Podcast Ideas Sheet

- Identify Contact for Webinar Panelist (ISAC or Hosted)

- Custom Landing Page

- Custom Firmware Analysis Report

- Account-Specific Business Case

- Sales Execs and BDRs tag team prospecting and outbound motion, relationship-building

- Sales and Marketing Insights Review and Engagement Planning in Weekly ABX Syncs

Sample Tier 1 Executive Level Engagement

Leveraging executive relationships for strategic account penetration

Input / Action

Contact at Target Accounts Engages or Tier 1 Contact Identified and Selected for this Program

Engagement could be in outbound, web visits, event, webinar, etc.

Sales Owner Actions

- Explores LinkedIn Sales Nav for executive connections
- Gameplans with ABX pod on go-forward engagement plan
- Saves lead in the Account Mapping tool in LinkedIn
- Documents in Strategic Account Plan Buying Group

Executive Engagement

Sales Owner or Marketing Engages Company X Executive to initiate outreach to contact

Sales Owner and Marketing provide context to the contact engagement and account insights including:

- Details on web pages visited, events attended, content of emails engaged with
- Any other relevant account engagement details

Feedback Loop

Company X Executive provides feedback loop to sales account owner on responses and recommendation on follow up or hand off

Sales Owner provides feedback loop to Executive if the conversation with this contact/account continues

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📝 **Email Template for Executive to Personalize:**

Subject Line: Wanted to connect

Hi, (First Name)

(Insert Personalization)

A member of my team let me know that there may be some interest from (company_name) in what Company X offers. Wanted to make myself available as a resource, if I can provide additional context.

I've attached an overview with details on what Company X solves for, the core benefits we deliver, and a few of the customers we're working with. Happy to connect and talk further.

Sample: Workflow Tier 1 Analysis Custom Report

End-to-end process for creating personalized firmware analysis reports

Task	Next Action	Owner	Notes
Identify 10 Tier 1 Prospect Accounts with marketplace of firmware	Finalize account selection. Laura has proposed her list for evaluation. Brian is working to build his Tier 1 list. Meeting with Kirk to provide overview and update 2.8.23	Sales Executive	
Account Plan and Engagement Planning Cadence Established	Weekly pod meetings set with Sales Owners, BDRs, and ABX. Establish when to engage with key stakeholders	Sales Executive, Nicole Garrigan	
Analyze firmware: Vetting of open-source data, Critical vulnerabilities identified, Data analysis / mitigation path, Distill findings into report modules	Meeting set with SMEs for 2.22.23 to Solidify Process. Need to create template of essential details - what is it, why is it important, who should care (industry verticals or other targets), what is our unique perspective?	SME	
Identify the people within the prospect account who should receive the report and should be enrolled in aircover	Account intelligence gathering to map the key targets. Create a framework of roles and key intel points we need to collect	Sales Executive	
Format report findings into the reporting template	Design the report, cover letter, and other elements of the package	Content	
Disseminate report via (determined case-by-case)	Collect physical and digital data on key targets	Nicole Garrigan	
Supporting email notifications	Build templates	Marketing	
Operational tracking and campaign components	Setup Salesforce campaign and set notes and tracking process with stakeholders	Nicole Garrigan	Project Management
Account aircover campaign deployment	Account-specific display and LinkedIn ads, plus seeking accounts at all committed events	Nicole Garrigan	

Tier 1 Targeted Engagement

Coordinated multi-touch approach for key personas

Input / Action	Step 1	Step 2	Step 3	Step 4
Product Security Executives	Sales Exec identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from Sales Executive	LinkedIn connection request from Sales Executive
Product Security Managers & Directors	BDR identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from BDR	LinkedIn connection request from BDR
Regulatory Leaders	Sales Exec identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from Sales Executive	LinkedIn connection request from Sales Executive

This systematic approach ensures consistent, personalized engagement across all key decision-makers and influencers within target accounts, maximizing the probability of successful account penetration and conversion.