

Uncover your high value target accounts and buying committees using data science

TARGET ACCOUNT SERVICE PACK

Account-Based Everything (ABE) requires that we focus efforts on a well defined segment of high-value accounts which will have the greatest impact on the bottom line. These accounts are your ideal buyers, they have pain that your product or service solves and once they become a customer, they should enjoy a long a fruitful relationship rooted in joint value. The trick is of course, **actually finding these accounts**.

With all of the data to sift through today, how can someone make sense of it all? **LeadMD's Target Account Service Pack** is designed to ensure that you can leverage previously won sales opportunities in an actionable way. Firmographic, technographic and behavioral data combine to form easy-to-manage outputs: a well-defined target account list and persona-based buying committee profiles.

What we'll do together

Discover



Dive deep into all available data sources to establish a data model that uncovers best-fit accounts. We call this a 'Won-Sales' analysis.

Define



Construct a target account framework that distills macro level commonalities into defined data points used to create segmentations.

Deliver



Detailed Account Profiles with buying committees. We'll then fill your existing database gaps with Accounts and Contacts to further make this list actionable.

Transform your database from fragmented to highly targeted

WHAT YOU GET

The Outputs

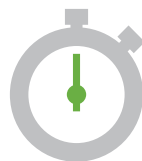
- Assemble a single source of truth 'Won-Sales' data set
- Definition of Ideal Customer Profile (ICP) Data Points
- Definition of Buying Committees w/ Roles & Persona
- Account and Buyer Database Coverage Analysis
- 'Best Buyer' Data Model w/ Key Data Points Defined
- Complete Target Account List w/ Contacts
- Explicit road map and guide to ABM Implementation



HOW YOU'LL HELP

The Inputs

We need to roll up our sleeves and assemble all data sources available. CRM, marketing automation, customer databases & ERP. Access to stakeholders and customers is also key.



To include on-site exploration, we need **at least 15 hours** of your time to determine internal logistics, accessibilities, and processes.

The Bottom Line

By completing a "Won-Sales" analysis, you will get more insight into the accounts, events and triggers that identify the best accounts and the buying committees within them, that your team needs to align to.

The good news? We've helped pioneer ABM and its facilitation via digital marketing platforms, so we're here to make your transition a smooth one. No agency has performed more ABM implementations than LeadMD. Our 'Target Account Service Pack' is a critical undertaking to ensure the Ideal Customer Profile is core to your target account list and that your technology stack is built on top of a high value database.

[GET STARTED TODAY](#)

Other services that will help your team succeed in digital marketing

Buyer Persona

What do they want? What do they need? ABM revolves around the Ideal Customer Profile and the buying committees they make up.



ABM Readiness

This comprehensive audit evaluates your existing processes and technology stack and provides a roadmap for acceleration into a world class account based approach.



Sales Playbooks

The threaded approach of ABE requires high touch, high value plays tailored to your target customers. Sales Playbook Service Pack will empower your team engagement strategy.

