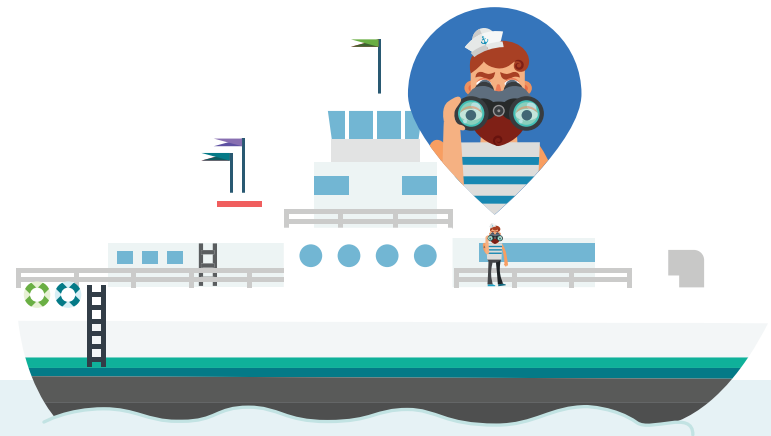
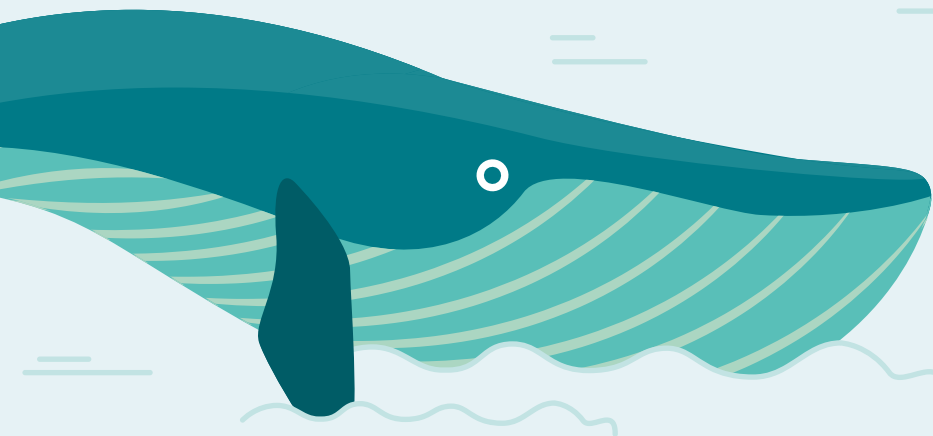


Ultimate Catch:

YOUR GUIDE TO ACCOUNT-BASED ORCHESTRATION



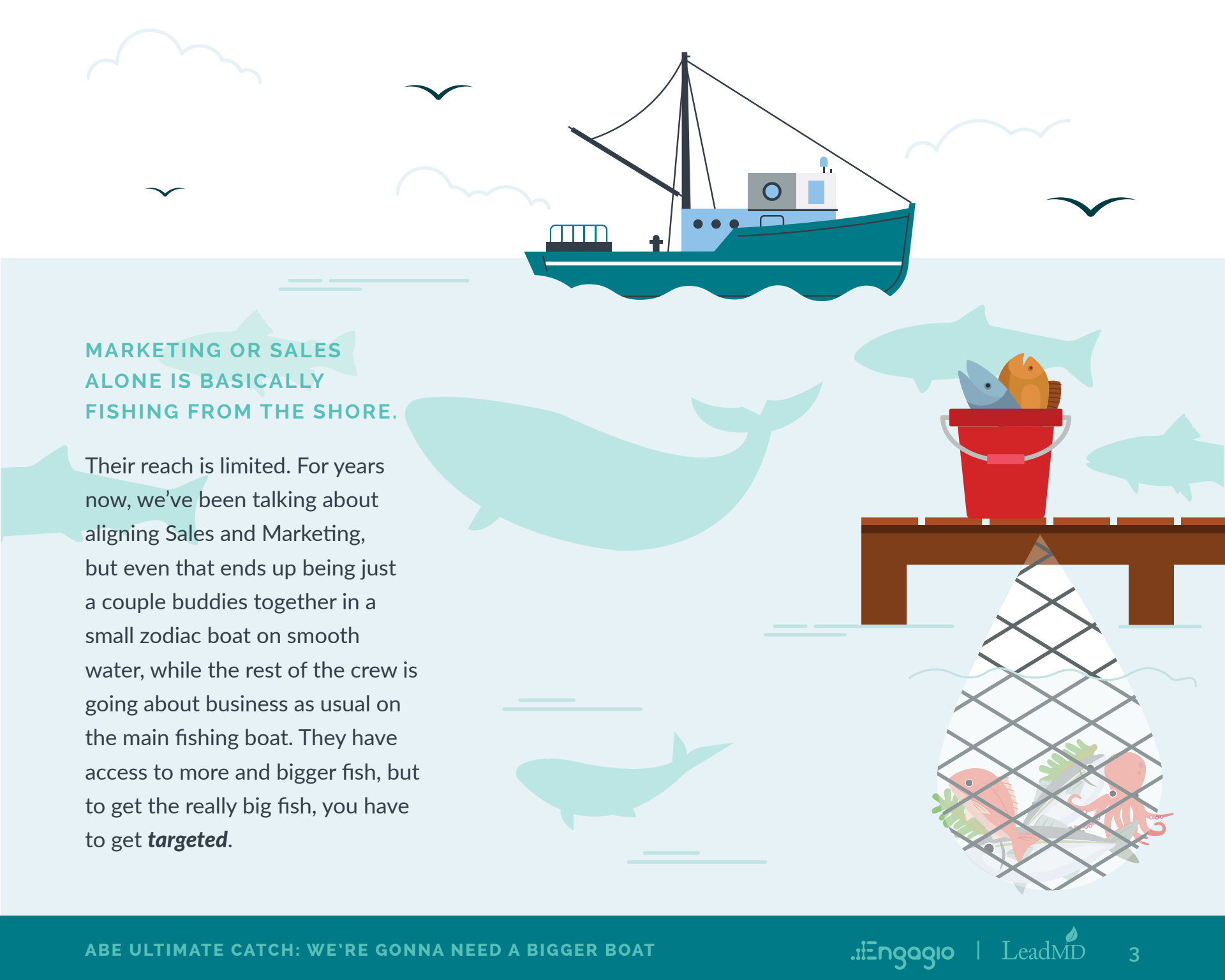
If you're concerned about missing the Account-Based Marketing (ABM) boat, don't despair. It turns out Account-Based Everything (ABE) is literally where that ship is headed. This ebook is a high level guide to understanding what it takes to get your organization aligned around ABE and overcome common buyer objections.

ABE Ultimate Catch: We're Gonna Need a Bigger Boat



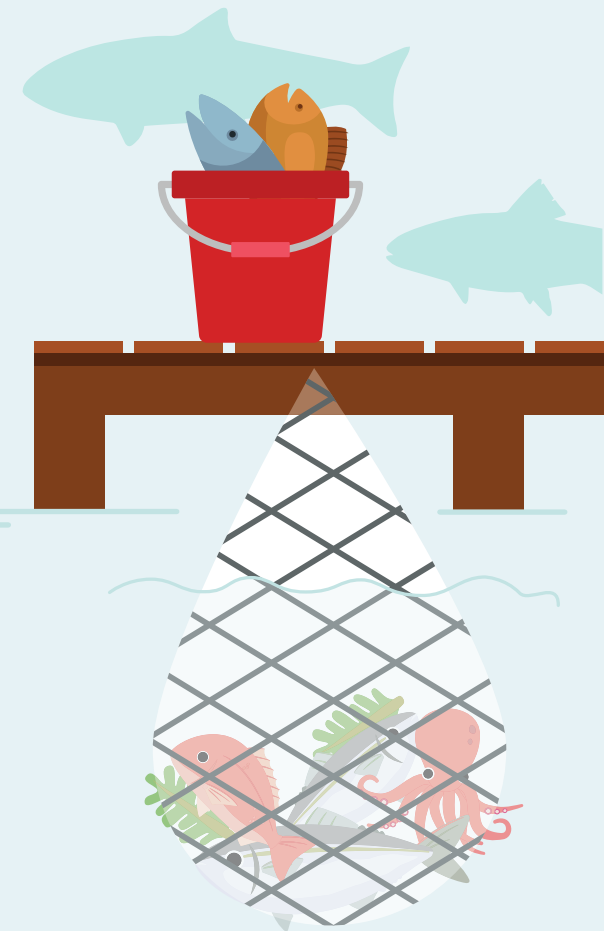
“TEACH A MAN TO FISH,” THE SAYING GOES.

You know anyone can go fishing for deals—and anyone can get lucky enough to land the whale once in awhile. But if your business is looking to land bigger whales more consistently, you want to start thinking of your entire organization like a commercial fishing vessel. That means putting in place the proper processes, team structure tools, and crew before heading out to sea.



MARKETING OR SALES
ALONE IS BASICALLY
FISHING FROM THE SHORE.

Their reach is limited. For years now, we've been talking about aligning Sales and Marketing, but even that ends up being just a couple buddies together in a small zodiac boat on smooth water, while the rest of the crew is going about business as usual on the main fishing boat. They have access to more and bigger fish, but to get the really big fish, you have to get **targeted**.





CONSIDER THE TROPHY FISHING CHARTERS IN ALASKA OR THE GULF OF MEXICO.

People pay good money to hire bigger boats run by seasoned professionals who know where specific fish are found—and how to catch them. How much more effective are Sales & Marketing working together?

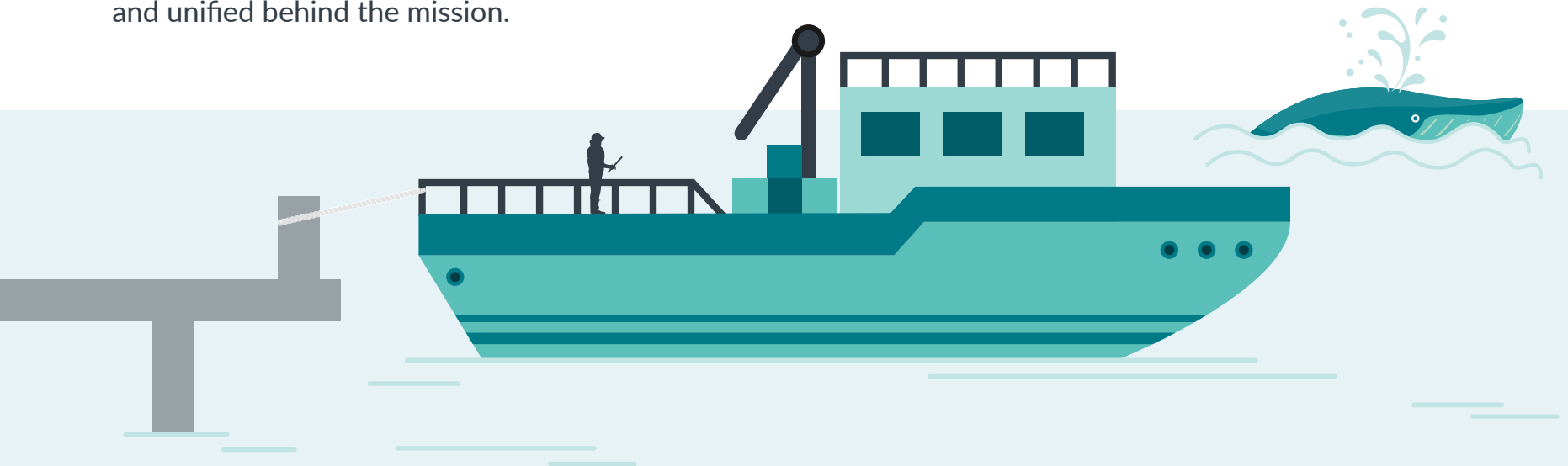
This is where playbooks begin showing up. Simply put, playbooks detail crew activities in specific situations, enabling consistency, efficiency, and strategic execution of engagement plays proven effective in specific situations.

Take what works. Make it repeatable. This is simple, organizational alignment.

**TO GET THE BIG FISH—TO
CATCH THE WHALES—
YOU NEED A BIGGER BOAT.**

In fact, you need to get the whole company out on the water—everyone working together to brave stormy seas and position the ship for the best chances of success in pursuit of the Ultimate Catch.

Let's explore what it means to get the whole crew on deck and unified behind the mission.



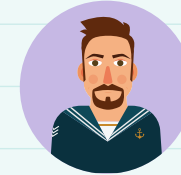
Total Alignment: All Aboard!



As the name implies, ABE goes beyond account-based marketing, aligning the entire organization around delivering value to target accounts—before, during, and after the contract is signed. Imagine a commercial fishing vessel steaming across the stormy North Atlantic.

The **Executive Team** is driving the ship, plotting the overall course toward profitability.

Customer Success ensures the catch stays fresh in the ship's hold.



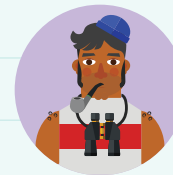
IT keeps the engines and systems up and running optimally.

Sales & Marketing team up to bait the hooks and reel in the catch.



HR ensures the right people join the crew.

Product Development/Engineering makes sure the equipment functions correctly.



That's why we call it Account Based *Everything*—it's not just a Marketing or Sales campaign. It's a strategic business initiative that requires all hand on deck.





Executives



Sales &
Marketing



Customer success /
Evangelism



IT



Product dev. /
Engineering



Human resources

Availability: All Hands on Deck!

Everyone needs to be onboard & contributing. Let's take a look at how the various teams can—and should—get involved with ABE.

EXECUTIVES: CAPTAIN ON THE BRIDGE

Everyone reports up to the executive team on the bridge. With all the maps, charts, and data at their fingertips, the Executive Team inspires the crew with a vision and steers the ship toward the most profitable fishing waters. They know what conditions consistently deliver the best results and call the shots accordingly.



Make sure the team is going after the right whales



Make sure the crew members have the proper tools to fish



Provide their crew with training and coaching to handle the rough sea

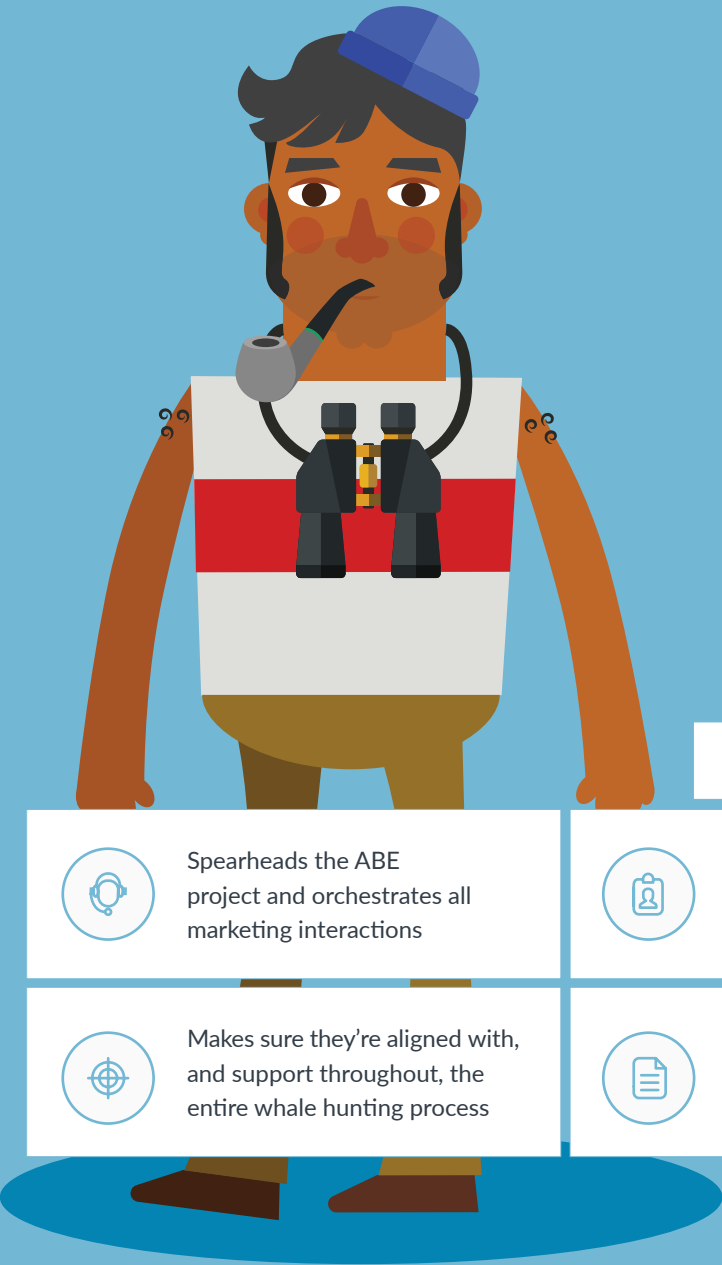


Aligns all conversations around account needs & continuously develops account plans



Becomes the whale's (customer's) trusted advisor





SALES & MARKETING: DECKHANDS FISHING TOGETHER

Once the ship is in prime fishing territory, Sales and Marketing really get to work. Their aim: attract the ideal customer/buyer profiles and catch members of the buying committee. Cross-functional account teams are created, specializing in the catch of the day.

Marketing, especially, sustains the crew by continuing to fish with nets while their Sales counterparts fish more selectively with spears. Repeatedly casting out and pulling in nets, Marketing reports on fishing conditions and calls attention to possible whale sightings.

Marketing



Spearheads the ABE project and orchestrates all marketing interactions



Develops personalized content and messaging to attract whales



Tracks the expedition's progress (metrics) and communicates the hunt's successes



Makes sure they're aligned with, and support throughout, the entire whale hunting process



Develops customized fishing plans (value propositions, messaging docs, and playbooks)



Ensures all tools and resources (content and technologies) are easily accessible and used correctly



SALES & MARKETING: DECKHANDS FISHING TOGETHER

With Marketing providing support and continually manning the nets, Sales is in close communication with the Executive Team on the bridge, helping orient the ship toward the Ultimate Catch.

Sales scans the horizon, looking for the whales, notifying everyone onboard when new developments arise. They are skilled hunters who keep their harpoons sharp and ready to fly straight and true on a moment's notice.

The playbook is their ship's log, a record of every fish they've caught in the past and how they caught them. They trust in its wisdom and follow it to the letter.

Sales



Researches accounts and builds contacts



Reaches out to accounts building and nurturing relationships



Crafts and delivers account-specific emails and messages



Support account executives as needed

CUSTOMER SUCCESS/EVANGELISM

Once the catch is in the boat, Customer Success & Success Engineers step in to ensure it stays fresh. They know a fresh, healthy catch commands a premium, and they keep things swimming for the long haul. As often as fish are being added to the hold, someone needs to make sure the catch is still there, healthy and happy.



Respects the catch and makes sure all promises are kept



Reports on freshness and escalates support items when they become consequential



Helps crew get the most out of current investments and technology



Aligns with Sales & Marketing to provide valuable feedback around ideal customer/buyer profiles, refining target account criteria to keep the ship on course





IT: THE CHIEF (ENGINEER)

The more you think about what goes into just keeping the boat afloat, the more you realize IT is a critical member of the team. They keep the engines maintained and running at peak performance, but also the generators for the lights, and bilge pumps keeping sea water out, not to mention reliable radar and radio communication.



Responsible for the technology infrastructure in place for the team to bring in the whale



Enables all non-human, automated aspects of the hunt, capture, and retention of business



On-deck to help reel in the catch when the whales are on the hook

PRODUCT DEVELOPMENT/ ENGINEERING

All this data collection means conditions may arise where new tools or procedures are required (or desired). In these situations, aligned Product Development/Engineering teams are there to turn ideas into opportunities. This is the single most important thing to be ready to do in support of ABE, by the way.



First and foremost, build a great product for the team to sell that attracts whales



Provides product roadmap insights to account teams and/or customers



Works with the team to understand if custom alignment solutions are required and what's possible





HUMAN RESOURCES: BUILDING THE CREW

HR's role is to align staffing and onboarding around the needs of the ABE enterprise. They make sure the crew is qualified with relevant experience, filling in gaps, and maintaining business continuity through quality hires who understand both how ABE works and what kind of whales the crew is after.



Is the crew happy?



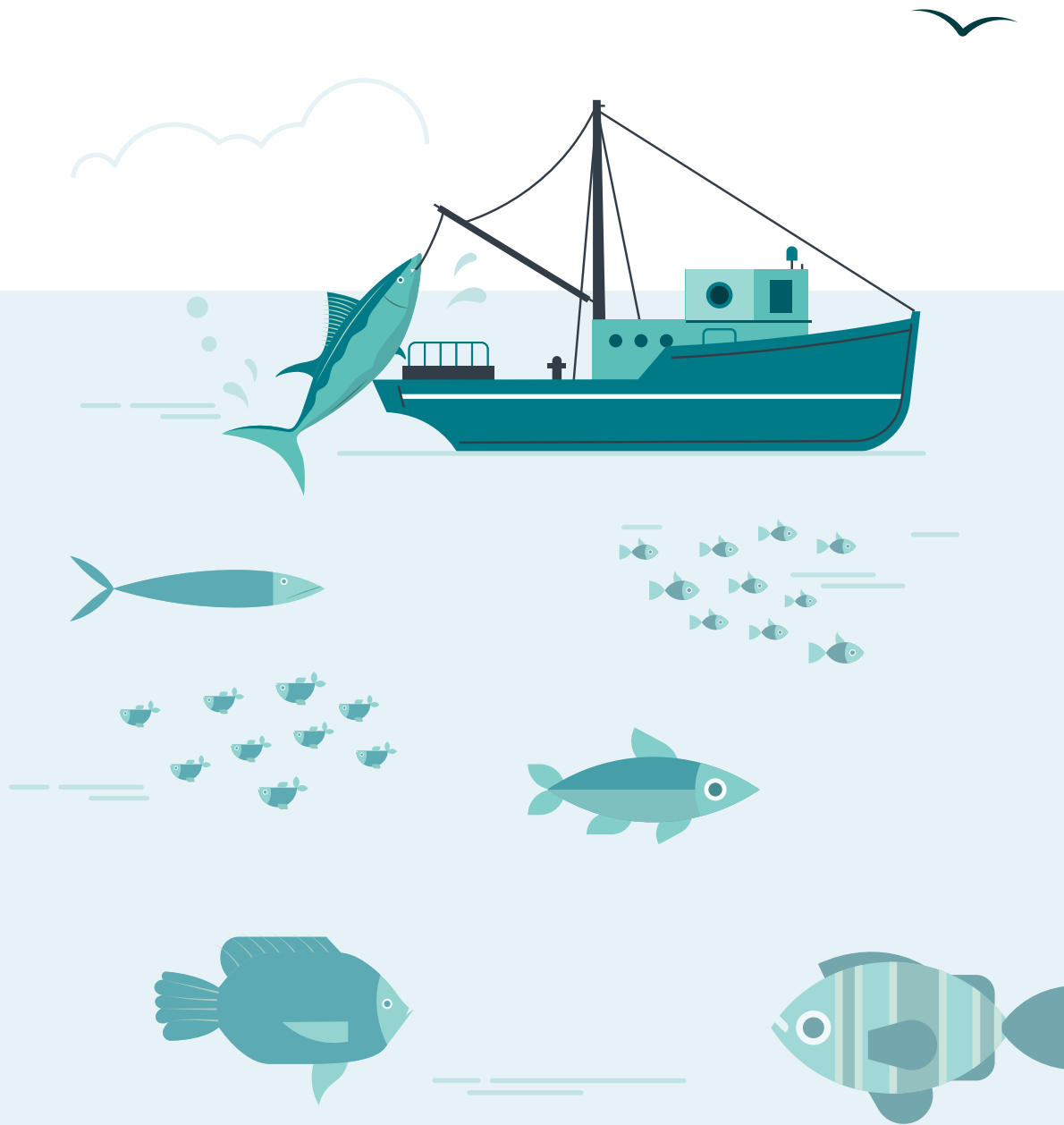
Are they doing their jobs?



What do individuals need to perform their best?



Make sure each team member feels engaged in the hunt and valued



Engagement: Reeling in whoppers

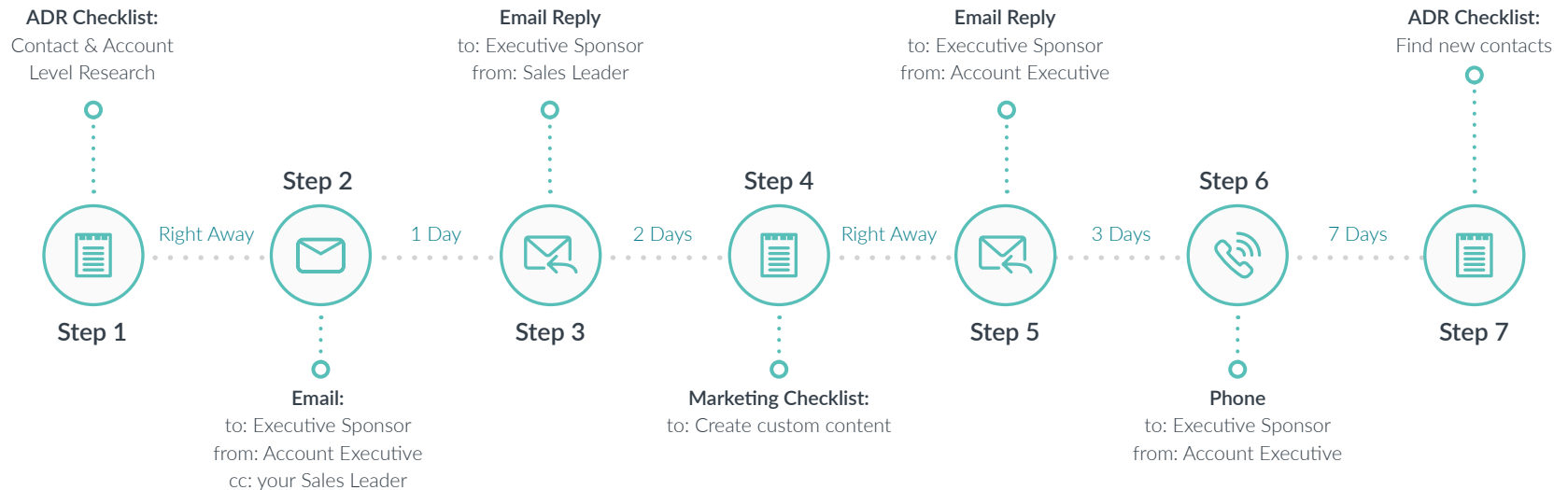
There should be no surprises at signing. With everyone aligned around building a long term relationship with the buying committee, it's time to start thinking about how we thread our approach and start tying the knots. Where can we pull in our crewmates—BDR/SDR, Sales, Marketing, Customer Success, Executives—to help overcome these common objections before they have a chance to sink the ship?

"We're not ready."



This objection reflects an obvious lack of account coverage. If your account team is fully engaged with their buying committee, target account readiness should be one of the first topics discussed. Consider structuring plays around discovery of potential readiness issues.

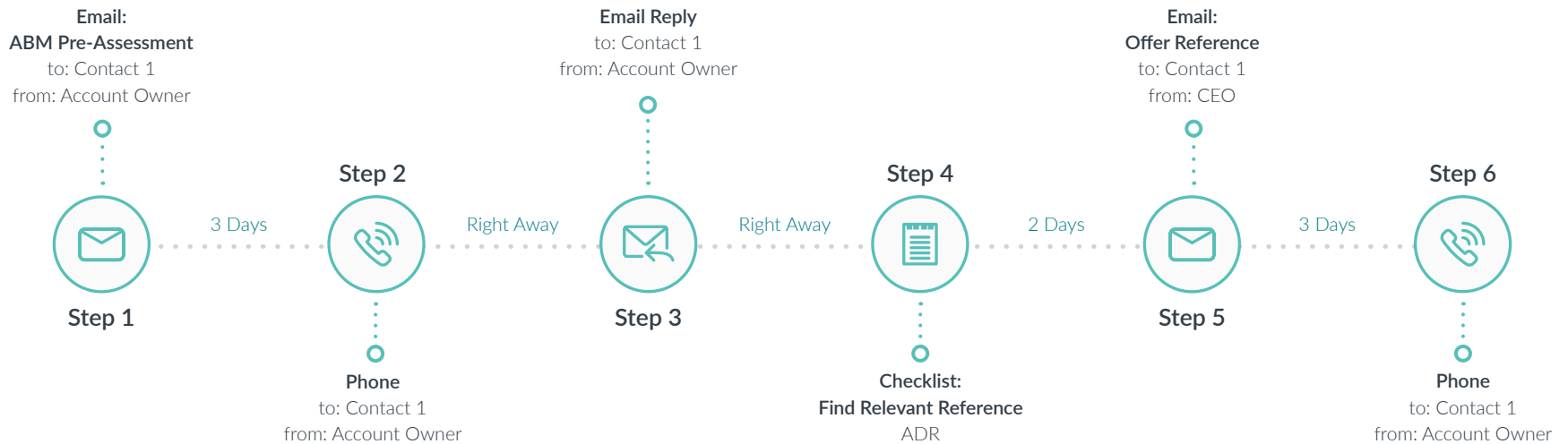
DEAL ACCELERATION PLAY ▼



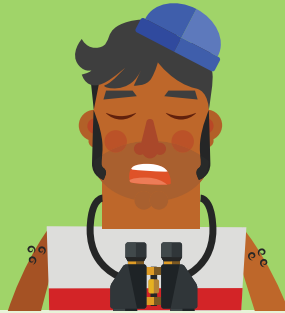
This is often considered a cop-out, but if you're talking to a legitimate target account, it's anything but—it's a sign of coverage gaps. As both organizations are learning about each other, ensure conversations take place around surfacing budget concerns to enable an offer they can't refuse.



JUSTIFY VALUE PLAY ▼

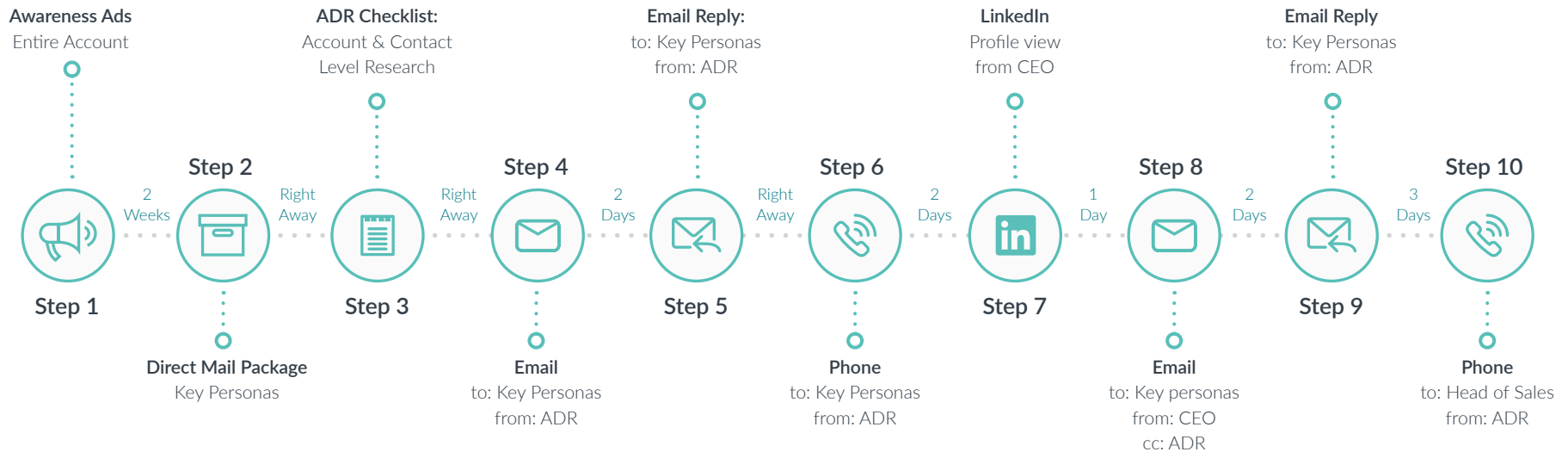


“We have bigger fish to fry.”



What are those bigger fish? And why didn't you know about them going in? The relationships built over time in an account-based plan should be structured in such a way as to have a deep understanding of the target account's key priorities. Here's one way to make inroads on this front.

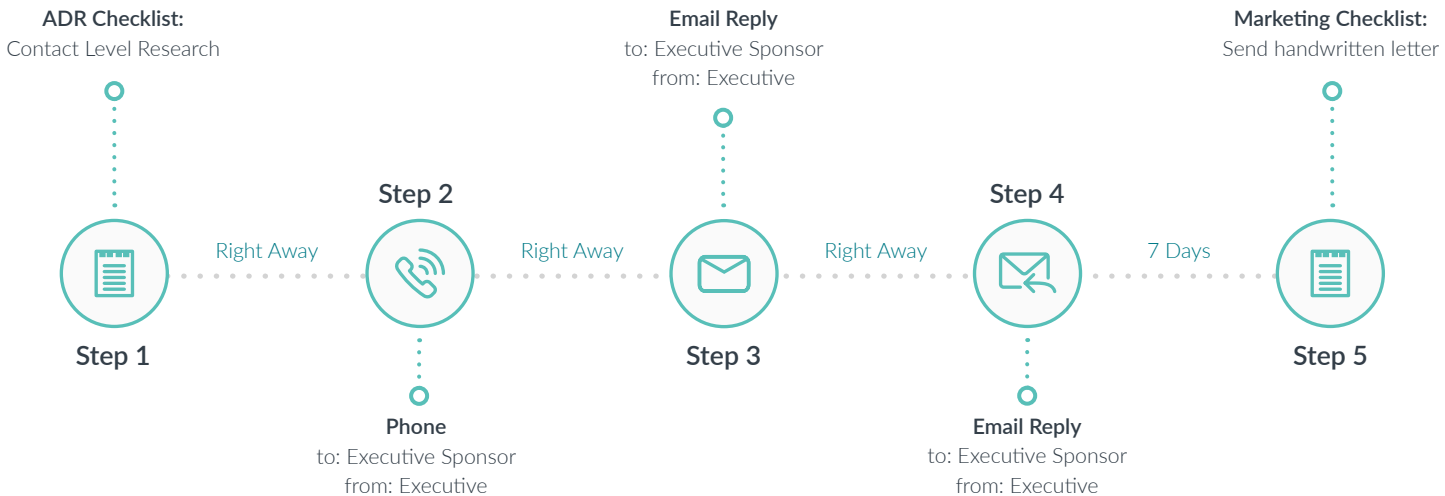
DEEPEN RELATIONSHIP PLAY ▼



Why aren't you talking to the boss? Better still, *why isn't your boss talking to their boss?* You should never accept a "No" from anyone who can't give you a "Yes." This is where the Captain leaves the bridge to parlay with the other Captain, get the big picture, and assist with getting buy-in.

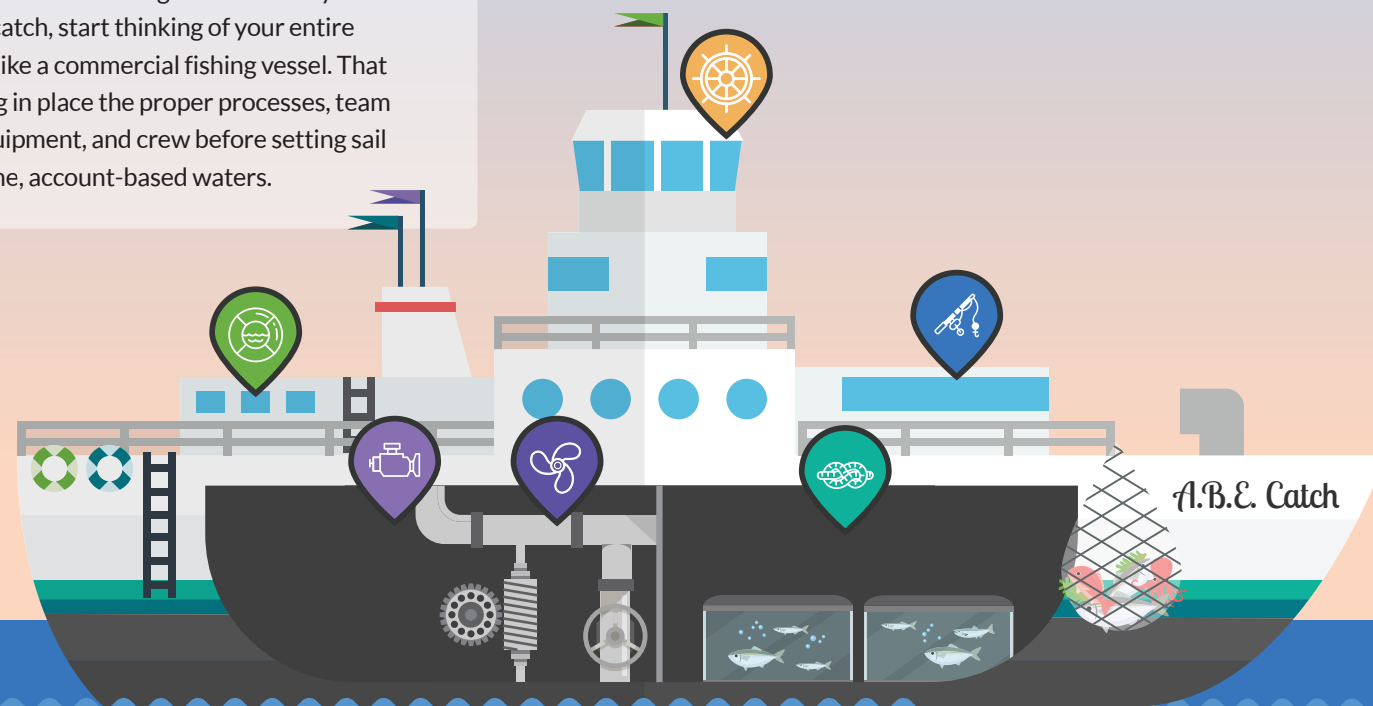


EXECUTIVE ALIGNMENT PLAY ▼



The Ultimate Catch

Anyone can go fishing for deals – and anyone can get lucky enough to land a whale once in awhile. But if your business is looking to consistently land the ultimate catch, start thinking of your entire organization like a commercial fishing vessel. That means putting in place the proper processes, team structure, equipment, and crew before setting sail for those prime, account-based waters.



BRIDGE

Executive

- Gets team after the right whales
- Ensures team has needed tools
- Becomes customer's trusted advisor



ON THE DECK

Sales

- Researches accounts & builds contacts
- Builds & nurtures account relationships
- Crafts & delivers account-specific messages
- Supports account executives as needed

Marketing

- Spearheads account-based project
- Orchestrates all marketing interactions
- Ensures alignment & support
- Develops customized fishing plans
- Reports on expedition progress/success



IN THE HOLD

Customer Success

- Ensures catch stays fresh (promise keeper)
- Reports on freshness, escalates support issues
- Helps crew leverage investments & technology
- Aligns w/ Sales & Marketing to refine ideal customer/buyer profiles



CREW BUNKS

HR

- Cares for the crew
- Directs individual performance
- Coaches to ensure crew performance
- Ensures crew feels engaged and valued



ENGINE ROOM

IT

- Ensures system stability, keeping the ship afloat & steaming
- Enables automated aspects of the hunt, capture, retention
- Joins all hands on deck to assist in landing whales



ENGINEERING

Product Development/Engineering

- Builds great product in high demand
- Provides roadmap insights to account teams & customers
- Consults on custom solution requirements & possibilities



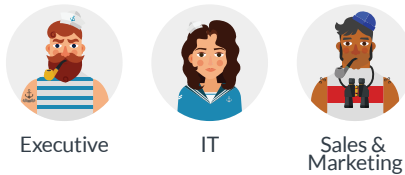
GET A COMPLIMENTARY ABM AUDIT AND CONSULTATION FROM [LEADM.D](#).

DOWNLOAD [ENGAGIO'S](#) BEST ACCOUNT-BASED EVERYTHING PLAYS.

DATA

ABM starts with great data. It's important for you to go through your existing database and ensure it accurately reflects your Ideal Customer Profile (ICP).

Your team



Tech Partners



ACCOUNT PLANNING

Once you have identified your ICP, get your teams together and ensure you have the right plan of attack for engagement.

Your team



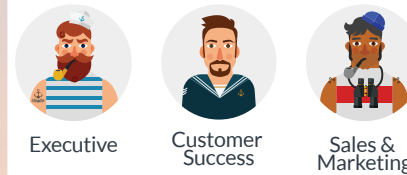
Tech Partners



CONTENT

Content is still king. Make sure you get the RIGHT content in front of the accounts you're targeting.

Your team



Tech Partners



EXECUTION

After you have created your planning frameworks and start seeing better alignment within your teams, it's time to get your message & offers out to your account-prospects.

Your team



Tech Partners



MEASUREMENT

Now that your campaigns are live & in the world, ensure what you offered is actually working. Go back & evaluate, giving credit to the offers & channels that work best.

Your team



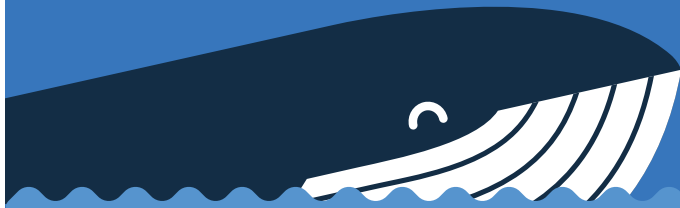
Tech Partners



The Ultimate Partners



Navigating the waters of marketing and sales tech is one thing. Making sure you have the right crew *and* the right tools to support that crew is another. Leveraging **LeadMD & Engagio** as your key partners in account-acceleration, use these 5 guiding pillars of ABM as a framework to get your people, your processes, and your technologies in gear to plot a course for account-based success.



Engagio

LeadMD

Take our account-based
readiness assessment

Confirm your team's account-based
seaworthiness & set sail

Download the
Engagio PlayBook

Design and orchestrate the best
Account-Based Everything plays

