



“

Having industry best practices to refer to helped solidify the team as ABM experts, and earned us a lot of respect and trust with our sales and marketing leadership.

**Kristen Novak**

*Strategic Account-Based Marketing  
Manager*

**\$8MM+**

in sourced opportunities



## Challenge

Translate sales account objectives into marketing plans **for 12 key accounts with the greatest white space and penetration potential.** Execute marketing programs on behalf of, with and through the account owner.



## Solution

Used ABM Maturity Model and Competency Assessment to determine critical focus areas. Team went through ABM certification **to increase specific competencies, and developed detailed role-specific ABM responsibilities** and ownership areas.



## Result

Increased team ABM maturity by 22 percent. Recognized with multiple internal and external team awards. Sourced 194 visits with large strategic accounts, drove \$8.8MM in sourced opportunities, **closed \$2.3MM in revenue for large accounts.**