



ABM ACCOUNT RESEARCH

WHAT SHOULD BE COVERED?

WHITEPAPER

Sales Team Services



VIEWPOINT ANALYSIS

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Your sales team has nominated their most important target accounts and you are ready to start your Account-Based Marketing efforts - but you are missing something important. You are missing corner pieces of the jigsaw - the account intelligence.

Who do you market to? What language is important to them? What's happening in their business? How can you create an intimate and focused marketing campaign and message if you don't really know the customer?

One of the key elements of our Sales Team Services business is Account Research - and specifically, Account-Based Marketing company research. If you are looking to do the research in-house, here are the areas that we believe need to be covered in order to help the marketing team do a world-class ABM job.

Company Background

What does the company do? How big are they? Where are they based? When is their financial year-end? It's important to provide the basics that underpin the rest of the report.

Company Strategy & Latest Developments

What are they aiming to do in the market and how will they do it? How does their strategy impact the products or services that you sell? For example, if you sell data, do they talk about this as a strategic imperative? How is the business performing? What risks and opportunities do they talk to? Have there been any recent developments or major acquisitions perhaps?

Who Do You Need To Market To?

We suggest breaking this down into a number of different groups. For example, who are the executives - the decision-makers that you need to deliver strategic messages to? Who is the core team that you know will be interested in your product or services? Where are there other teams that are not obvious - but could be extremely interested in what you have to say and what you have to sell?



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What Technology Do They Already Use?

As you research the business and as you research the key personnel, try to find out what technology providers they use. This will help the sales team and the marketing team to understand what they will likely need to hear and what will interest them.

Which Partners Are Engaged?

Which of your competitors or partner businesses are coming up in your research? Might they be able to help you? If they are partners, can they provide more information for you? If they are competitors, who are they likely to be connected to, and does this change your marketing and sales messaging?

Terminology They Use

Do they use any specific terminology - maybe words or phrases that are important to the industry in which they work? Or maybe internal language that they use? For example, some companies have specific words for their employees, and most companies have a range of acronyms that they use. If you can find this through your research, it will obviously be beneficial in your customer communications.

Interviews and Press

Have they issued any press releases? Have they conducted interviews or case studies? Have they presented at trade shows? If so, what did they say? What language did they use?

Suggested Messaging

Based on your extensive research - can you tie the information you have gathered with the product or service that your company sells? Can you think about the messaging that you might want to use? Can you offer some suggestions to the marketing team that may make a big difference when communicating with the customer's team?





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In Summary

In our experience, a typical piece of ABM Account Research should be between 15 and 20 pages long - but as concise and to the point as possible. It needs to convey a story about the business and the individuals in that business. The marketing team will be running the same work with multiple accounts - so it is really important that the research and the write-up of the research are clear and easy to understand.

The size of the account should not make much difference when it comes to the length of the document or the style of the document, but clearly, the very largest global businesses will be more time-consuming for the research team.

If the research is to be conducted in-house, think carefully about who can do this for you. It is quite a challenging role and will need someone who has good business acumen and the ability to connect the dots and follow the story across multiple mediums.

How Can We Help You?

We research accounts for a number of well-known technology businesses. For more information about how Sales Team Services prepare ABM Research and our services in this area, take a look at www.salesteamservices.com/abm

If you would like to see an example of our ABM Research, please email us at contactus@viewpointanalysis.com and we will be happy to send you a redacted example.



Sales Team Services



WHO ARE WE? SALES TEAM SERVICES....

Sales Team Services is part of Viewpoint Analysis. We are focused upon helping sales teams to improve win rates and to cover all their blind spots.

We offer a range of services for sales and marketing leaders. They include:

- Baseline Service
- Loss Analysis
- Account Research
- Market Research
- Competitor Head-to-Head Comparisons
- Sales Team Analysis
- ABM Company Profiles
- Sales Troubleshooting
- Ideas Generation

Just let us know how we can help.

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