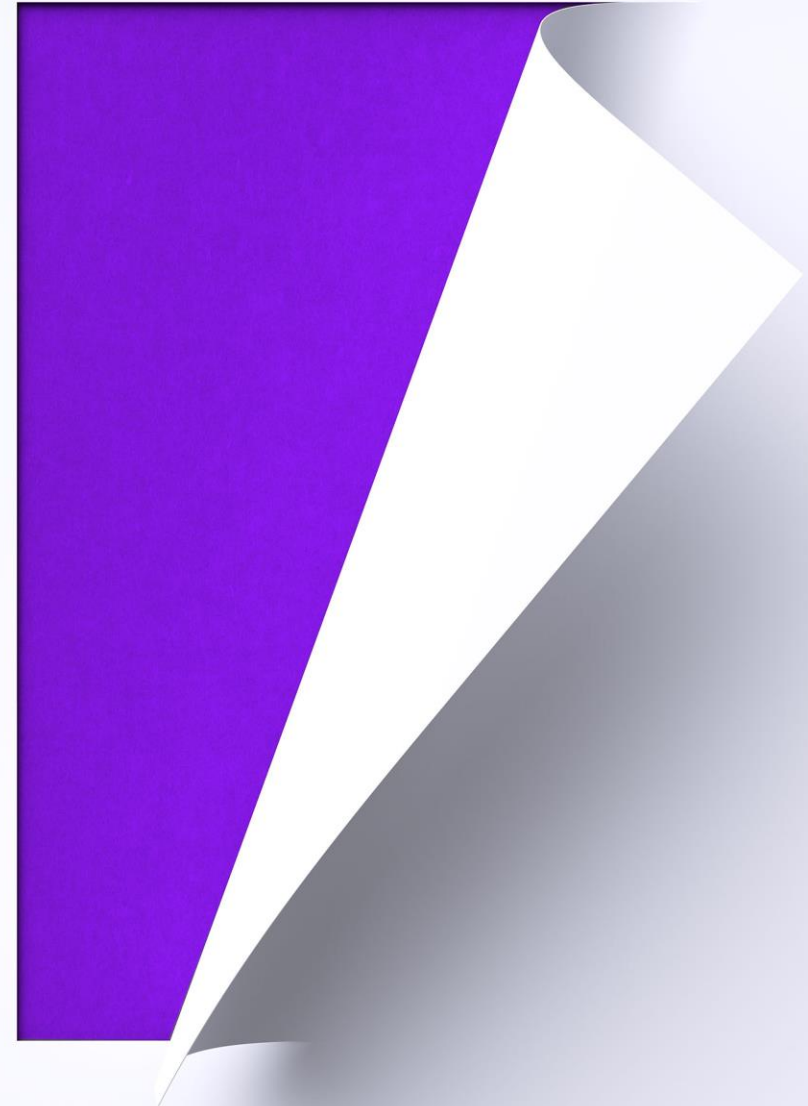


accenture

# INSIDE OUT

**The key to ABM success  
and how to get it right**

Sarah Thomas and Rhiannon Blackwell





# **WHAT WE WILL COVER**

**Value**

**Our Approach**

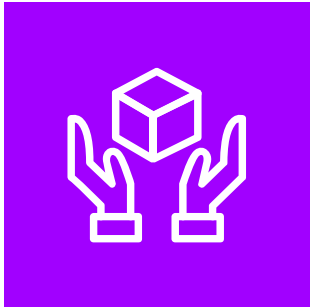
**Stakeholder types**

**Overcoming barriers**

**Takeaways**

Driving internal engagement

# FIVE KEY STAGES OF ABM



Selling ABM into your organisation

1



Onboarding an account

2



Keeping stakeholders on board

3



Taking the leap: Innovation

4

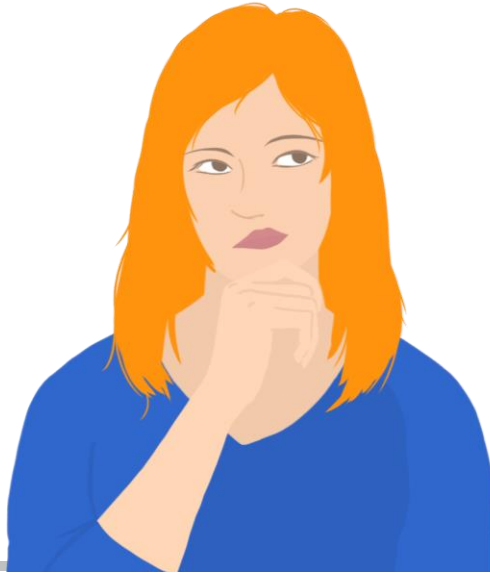


Creating advocate accounts

5

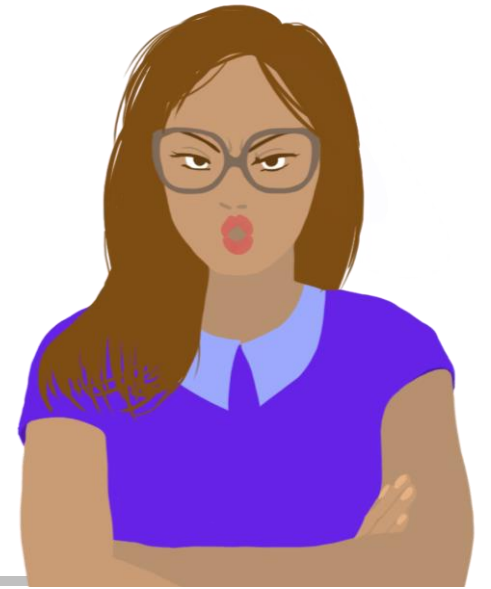
**Olivia  
Over-Analyser**

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**Debbie Downer**

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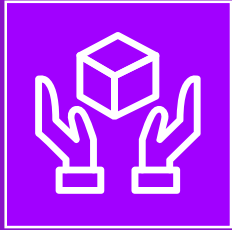
**Busy Ben**

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**Kenny Keeno**

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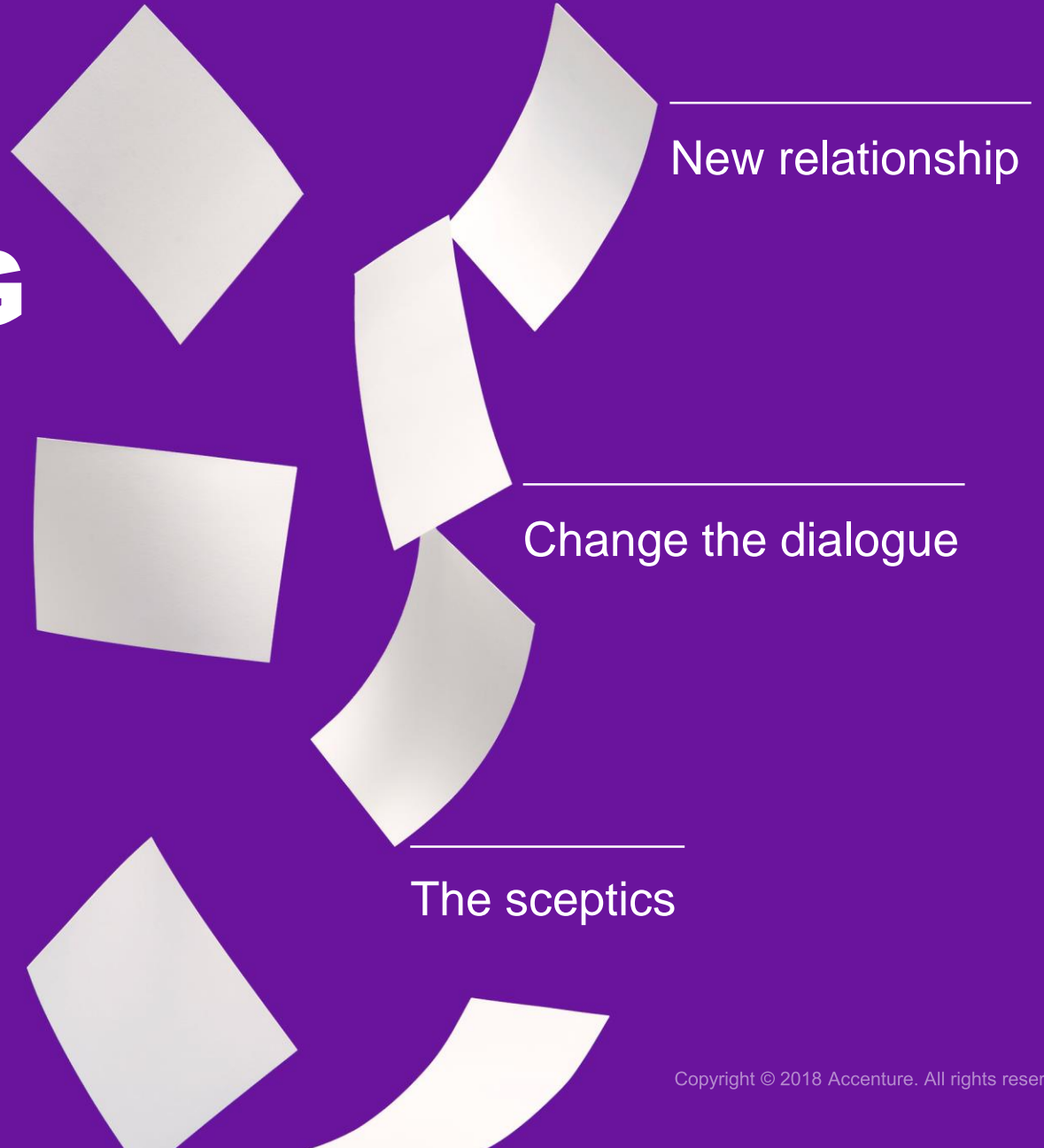


# SELLING ABM INTERNALLY





# ONBOARDING AN ACCOUNT





# KEEPING STAKEHOLDERS ON BOARD

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Continued  
collaboration

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Sharing success

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Get your story straight



# CREATING ADVOCATE ACCOUNTS

**Let the data speak for itself**

- Gather Insight:  
Report, Analyse and Adjust
- Create a long-term partnership  
with sales
- Don't over sell



**Evangelina**



“

**ABM made such a difference to our engagement and day-to-day interaction with the client.**

**They'd stop and say 'Can I get more info on this email I've just had?'**

”

**CLIENT ACCOUNT LEAD, UK BANKING CLIENT**

“

**This year the ABM team have delivered a highly-targeted campaign which has really helped to shift the dial.**

**We have broadened our engagement with the client and driven a sales increase of over 25%.**

**I am now a firm believer in Client Marketing.**

”

**CLIENT ACCOUNT LEAD, GLOBAL BANKING CLIENT**

**INSIDE... OUT**



**OUTSIDE... IN**