

# Account-Based Marketing Framework

## PROFILE

## PLAN

## PERFORM

### Ideal Customer Profile

What do your highest value prospects and target customers look like?

### Goals

What are the goals that you're looking to accomplish with these accounts?

### Sales & Marketing Interlock

What are the structures, processes, and behaviors that you must adopt to deliver the optimal customer experience?

### Buying Committee

Who are the individuals involved in or having influence over purchasing decisions? What role do they play?

### Value Proposition

What value are you offering to these accounts? What needs are you fulfilling? Why are you better at delivering these than others?

### Account Engagement / Channels

Which communications and engagement channels will you use, on and offline, to connect with the stakeholders in these accounts?

### Buying Process

What does the buying process look like? What are the stages? Who's involved in each stage?

### Measurement / Performance Indicators

How will you judge success with these accounts? How will you measure and assess that you're making progress toward your goals?

### Programs & Content

What's your playbook and activities? How will you tailor these to each account?

For (Company):

Prepared By:

Date:

Iteration:

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