

SaaS Sales Leadership Event

November 11th 16:00 – 17:00



Roelof Hengst



Shari Johnston

WELCOME // Accelerating Growth with Account Based Strategies



Shari Johnston

Partner & Account-Based Practice Lead



Roelof Hengst

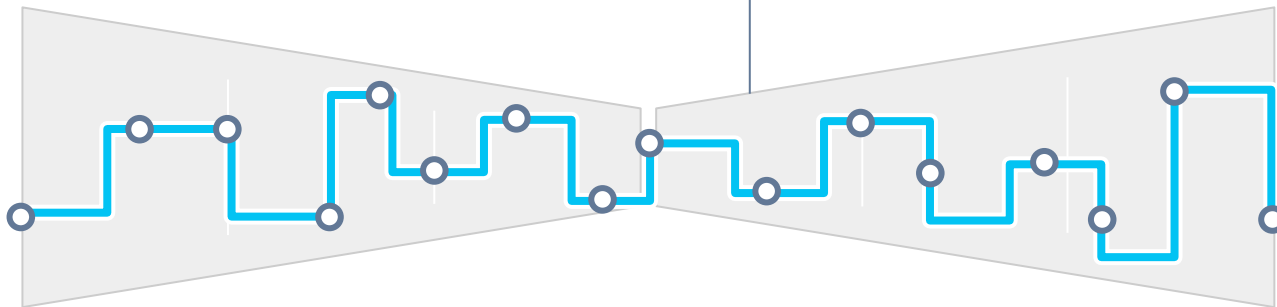
Founding Partner & Managing Director Benelux

ABS // Part of a Bigger Picture

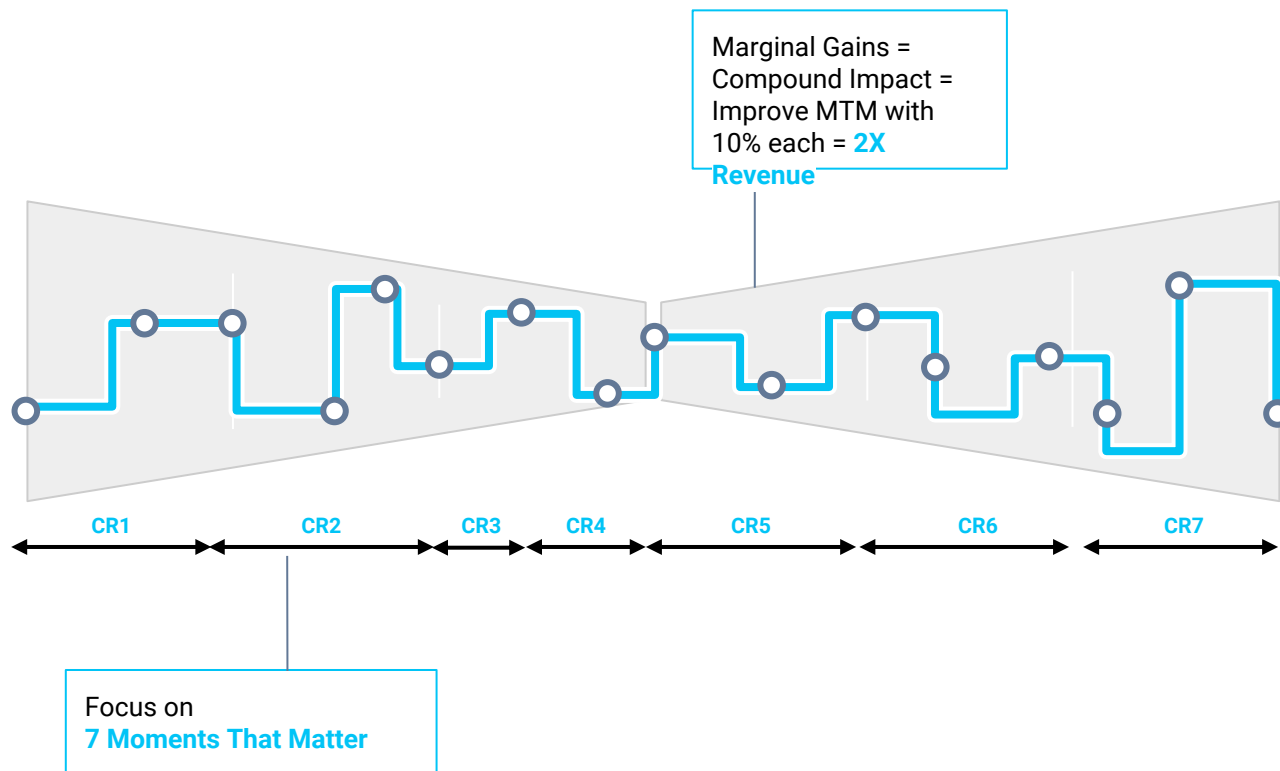
Traditional sales funnels don't reflect the businesses of today.

We know the majority of the revenue comes from lasting customer relationships.

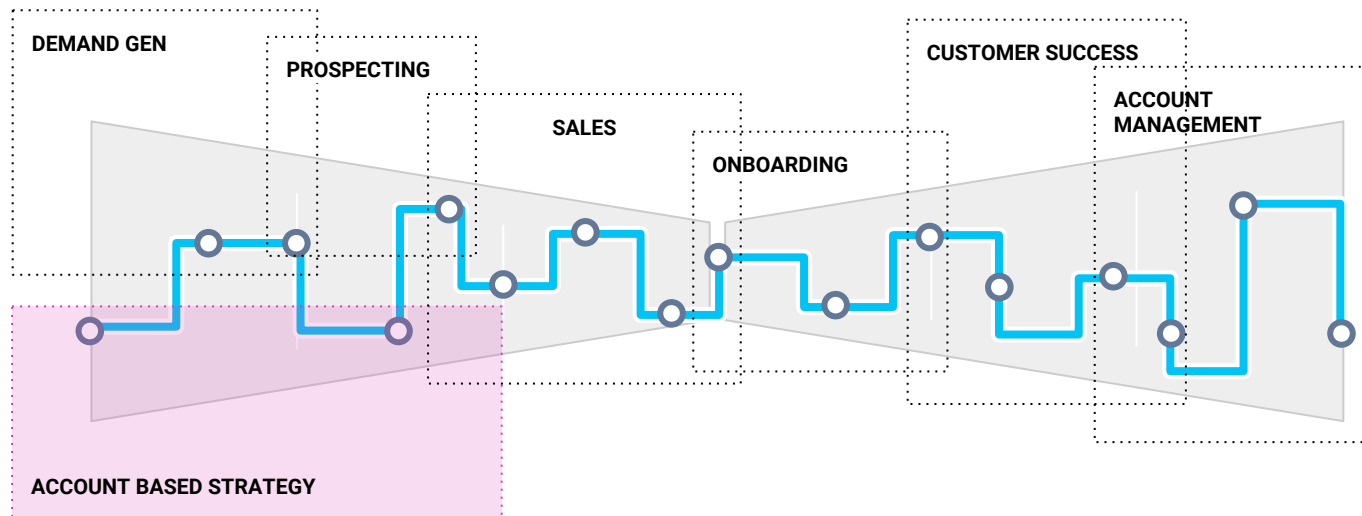
Our bow tie model reflects our approach to supporting customer growth.



ABS // Part of a Bigger Picture



ABS // Part of a Bigger Picture



>500

Clients

11

Offices

+80

Crew

4.9

Score G2



Clients include
Adobe, Adroll, Uber
Eats, Liftoff,
Resultados Digitais,
Tradeshift,
Showpad, Rydoo,
Bynder, Teamleader,
VONQ, CM, Sana,
TripActions,
Zenefits and many
more



Benchmark



Design



Training



Coaching



Implementation



WORKSHOP

ACCELERATING **GROWTH** WITH ACCOUNT BASED STRATEGIES

By Shari Johnston

Marketing Practice Lead

November 11, 2020



SAN FRANCISCO

Account Based Strategy

Target Accounts
profile

Play Designs
targeted plays

Exercise

Fundamentals of account based

Aligning on your ideal customer

Building pipeline with

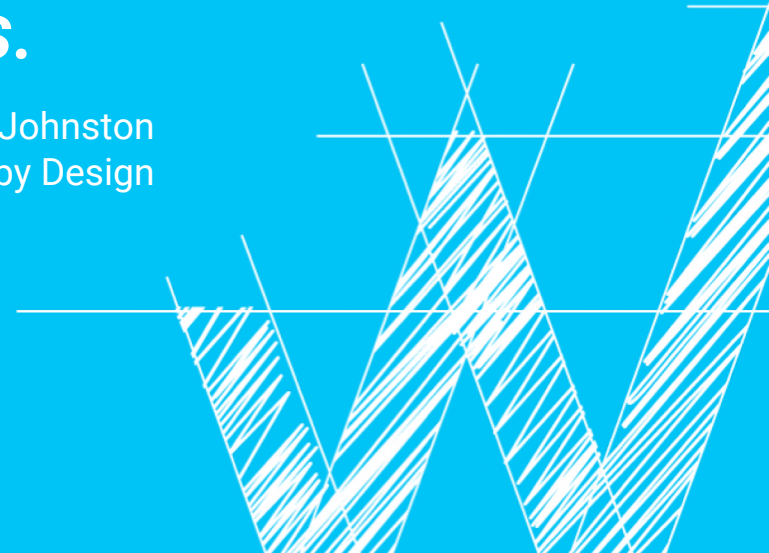
Prospecting Offers



“

An account-based strategy aligns your entire go-to-market team around winning and growing accounts that will be your next best customers.

Shari Johnston
Partner at Winning by Design



INTRODUCTION

Are you using an account based strategy?

- 1. Is your GTM team aligned around a target set of accounts?***
- 2. Do you have dedicated resources focused on building revenue against those accounts?***
- 3. Are you measuring success by account?***

Why Move to Account Based?

What was the most significant reason your team moved to an account-based strategy?

You can see how people vote. [Learn more](#)

Low ROI on demand gen programs

8%

Sales & Marketing misalignment

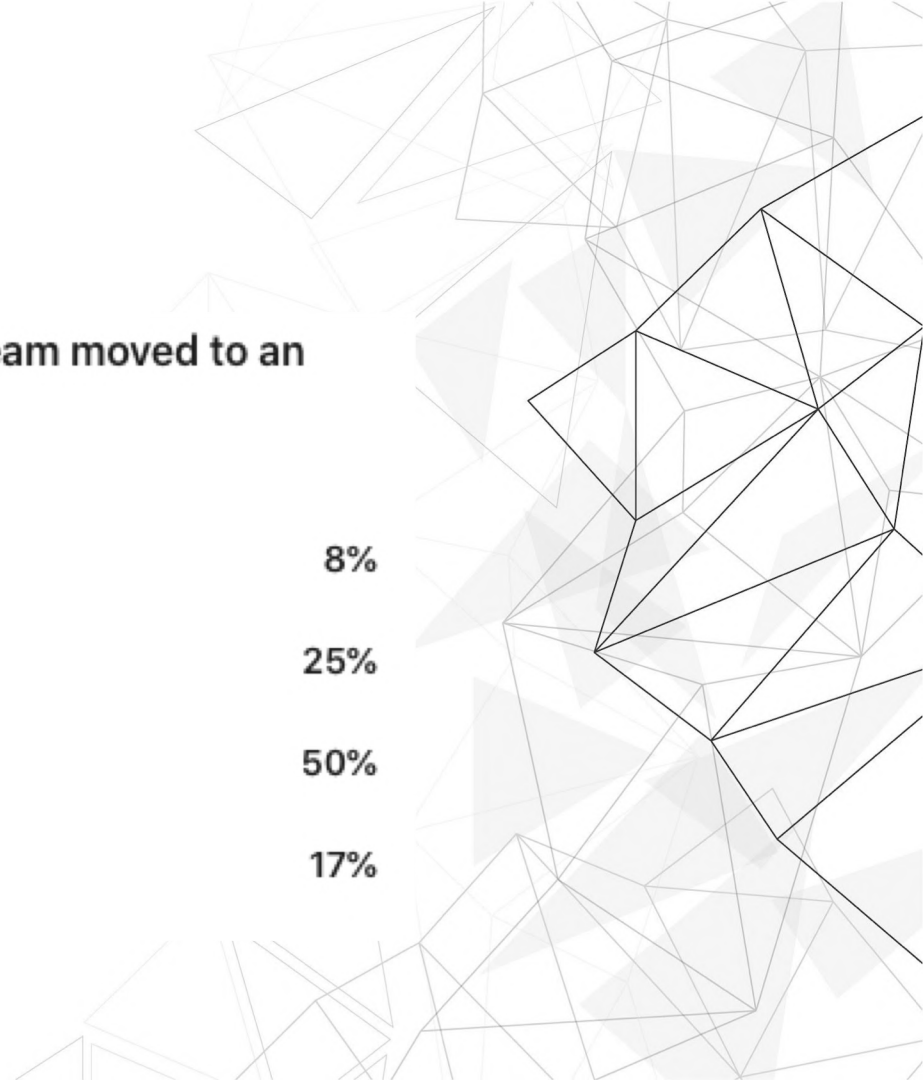
25%

Shift to selling to Enterprise

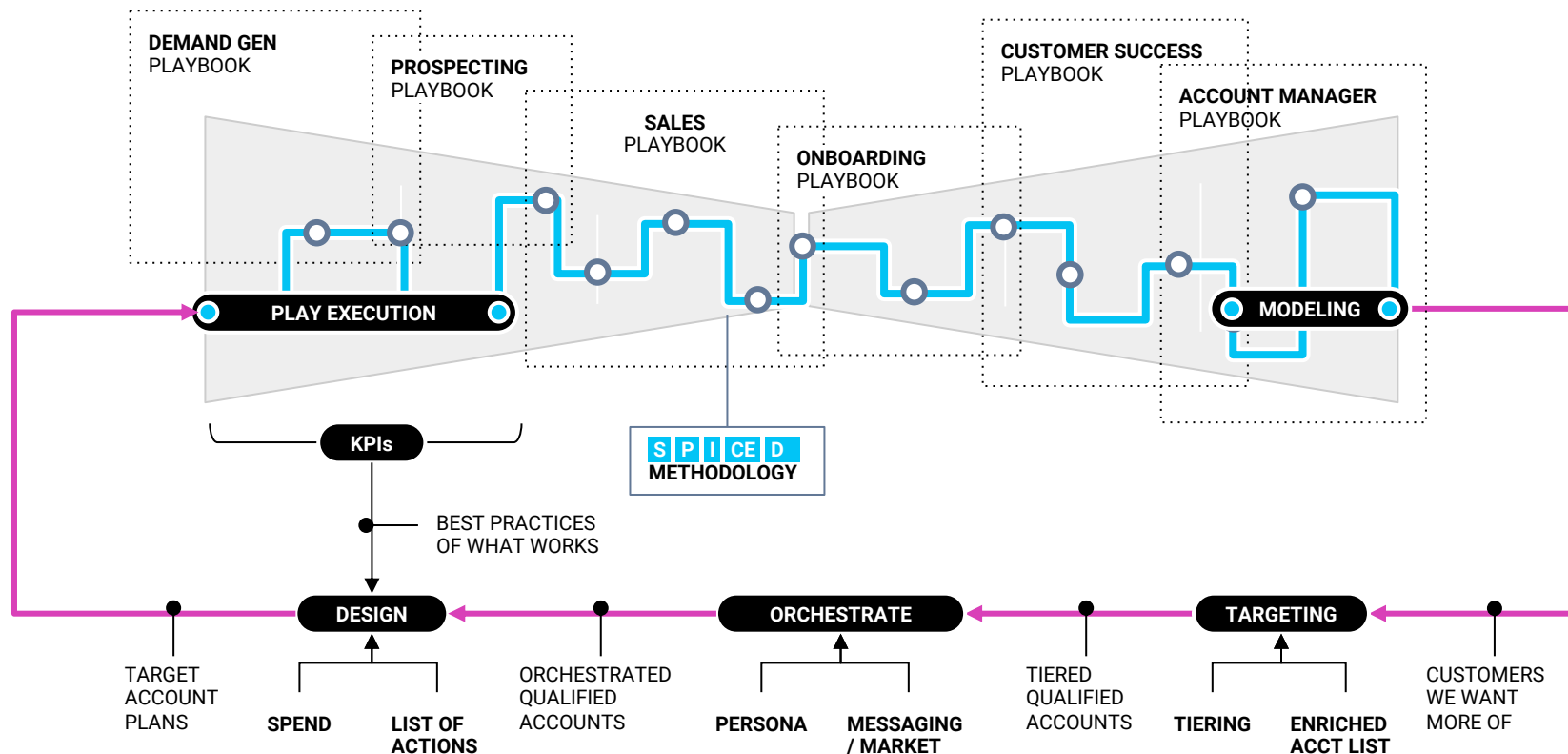
50%

Low MQL to opp conversion

17%

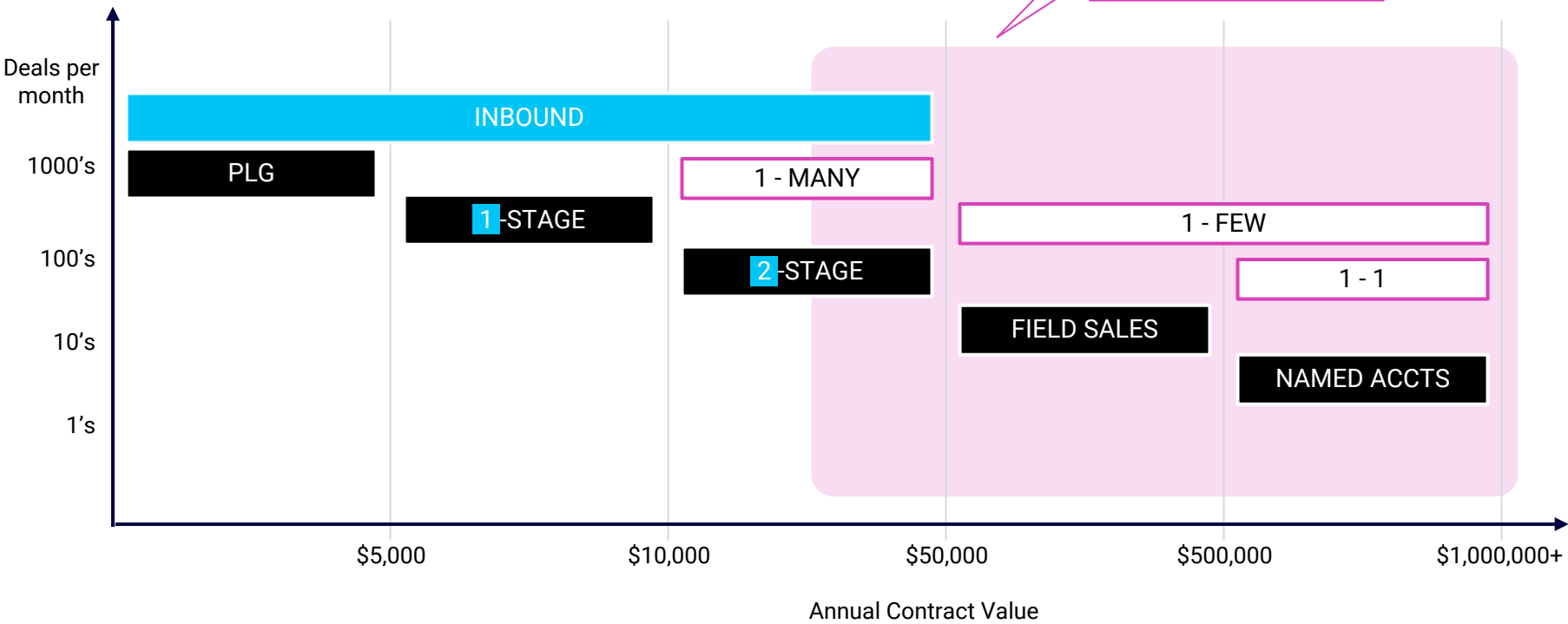


Elements of the **ABS** Program // Process

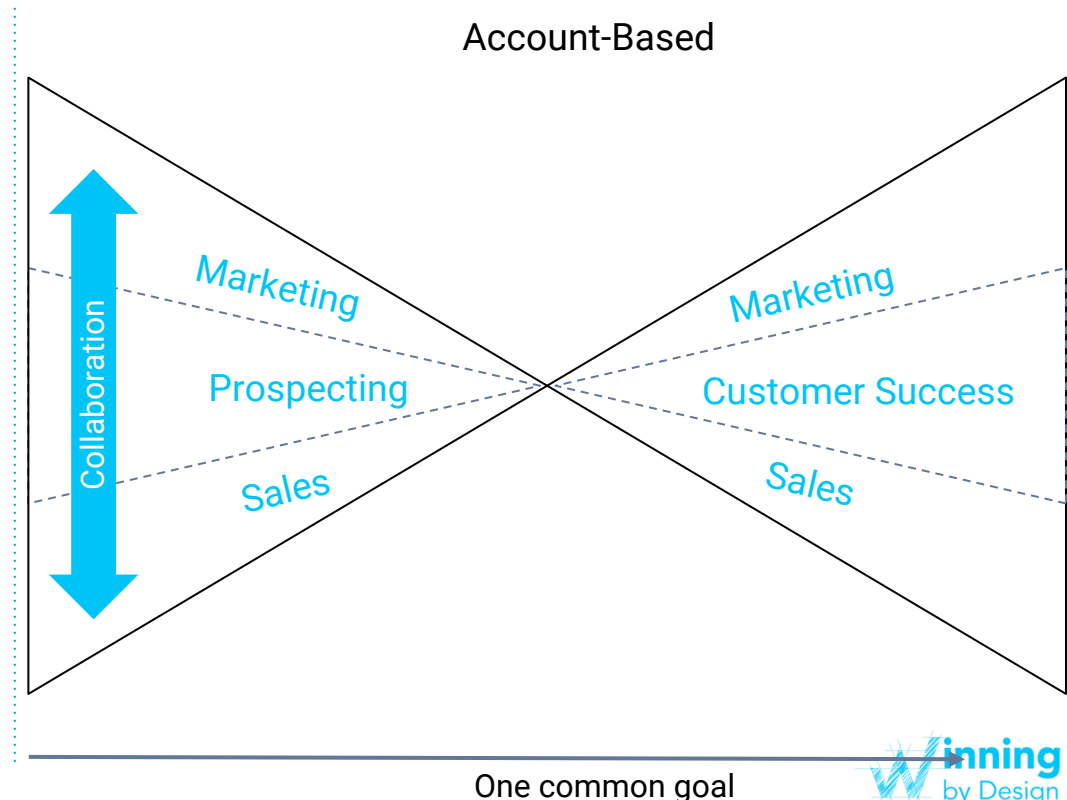
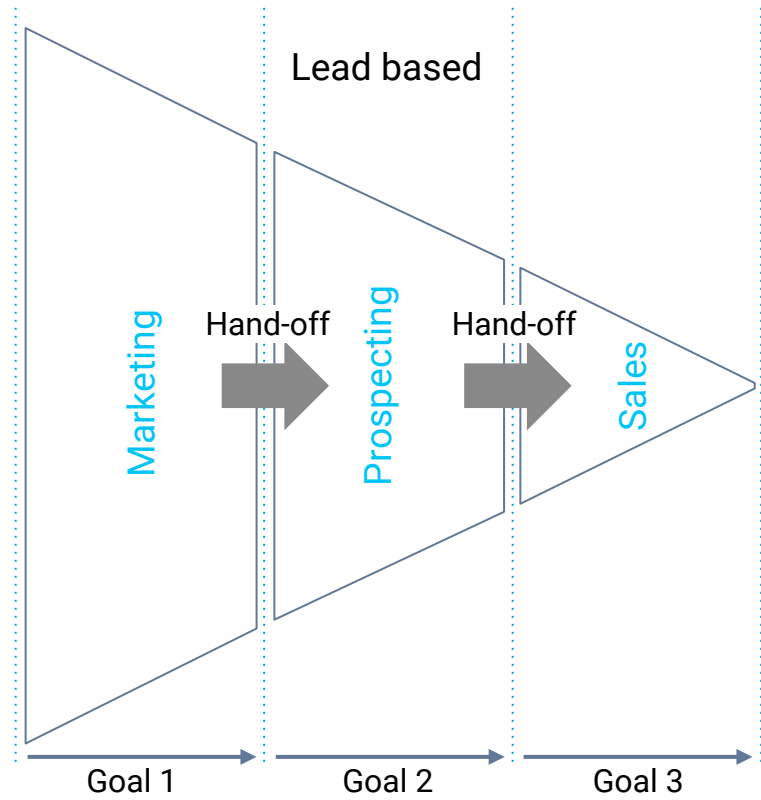


Elements of the **ABS** Program // GTM Model

Aligning an account based strategy to your GTM model



What is different about account based? One Common Goal



Account Based Strategy

Target Accounts
profile

Play Designs
targeted plays

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Account 1

Industry:

Finance

Location:

San Francisco, CA

Employees:

250-500

Revenue:

\$50M to \$100M

Success Rate:

8%

Account 2

Finance

San Francisco, CA

250-500

\$50M to \$100M

8%

Account 3

Insurance

San Francisco, CA

250-500

\$50M to \$100M

4%



SUCCESS RATE



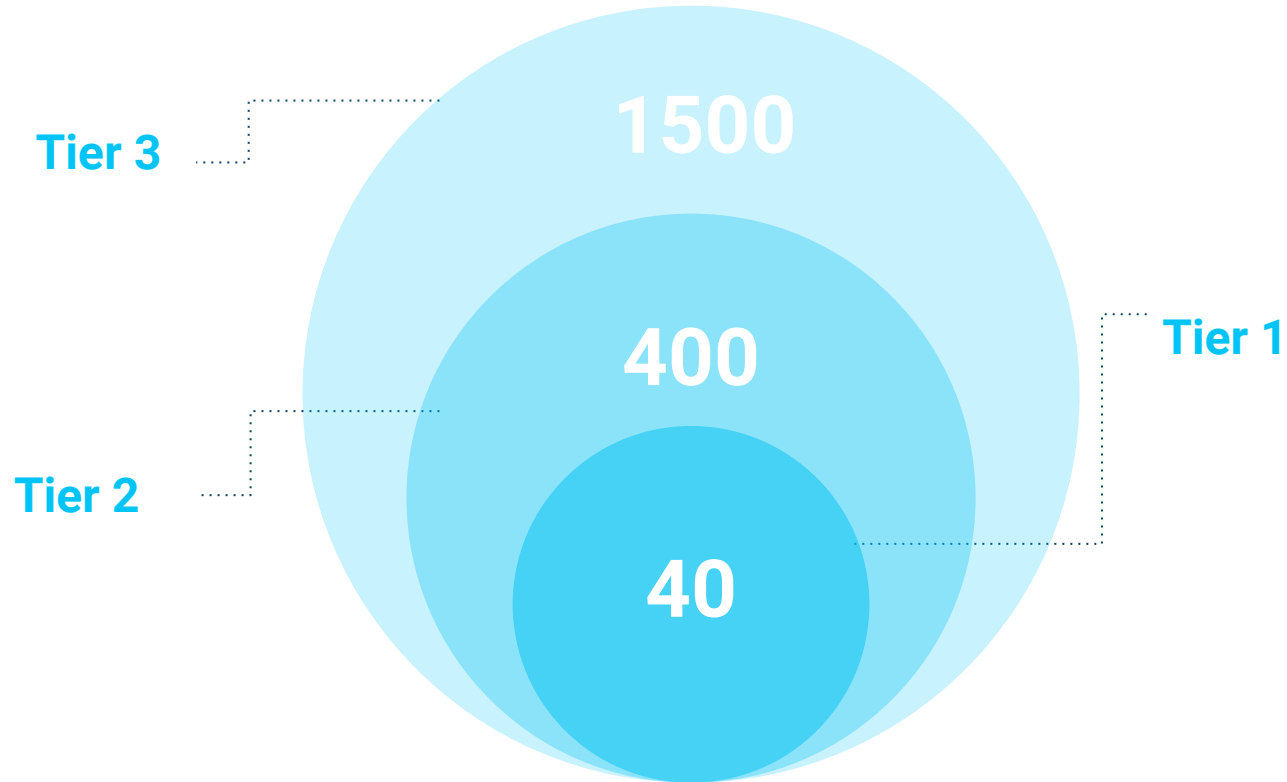
SUCCESS RATE



SUCCESS RATE

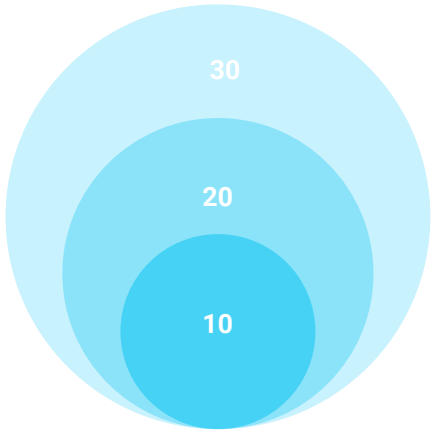
	Account 1	Account 2	Account 3
Industry:	Finance	Finance	Insurance
Location:	San Francisco, CA	San Francisco, CA	San Francisco, CA
Employees:	250-500	250-500	250-500
Revenue:	\$50M to \$100M	\$50M to \$100M	\$50M to \$100M
Current Product	Sales Cloud	Sales Cloud	Sales Cloud
Distributed office environment	Yes	No	Yes
3+ SaaS applications	Yes	No	Yes
(Events) - Hiring Marketing	Yes	No	Yes
Search -"Project Management"	Yes	No	Yes
Accounts	1750 Accounts	1230 Accounts	949 Accounts
Likelihood to convert	+2.6x	+0.6x	+1.8x

TARGET // Enrich accounts and tier the accounts that are most likely to convert

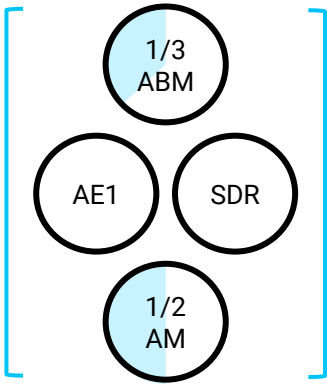


Elements of the **ABS** Program // Organization

TARGET ACCOUNT LIST



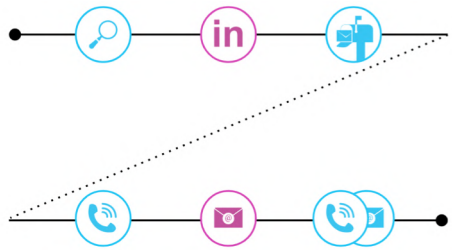
TEAM DESIGN AE TERRITORY 1



TEAM MEMBERS

- 1. XXXX
- 2. XXXX
- 3. XXXX
- 4. XXXX

TEAM WEEKLY SYNC



DETAILS

- Mondays @ 1pm
- Weekly Sync Deck

MEASUREMENT

	TARGET		MEASURE	
	Total Accounts	Opp \$\$\$	Closed Won \$\$\$	
TIER 1	10	\$3,284,820	\$1,428,897	
TIER 2	20	\$24,360,000	\$5,846,400	
TIER 3	30	\$3,273,600	\$752,928	
TOTALS	50	\$30,918,420	\$8,028,225	

Account Based Strategy

Target Accounts
profile

Play Designs
with targeted plays

Exercise

Fundamentals of account based

Aligning on your ideal customer

Building pipeline

Prospecting Offers

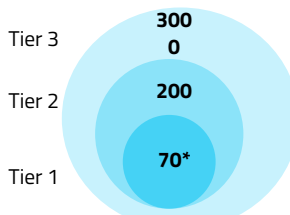


Steps To Account Based Success

STEP 1 ICP

PROFILE	DETAIL
Core Attributes	(Industries, company size, employee size)
Top Region	(US, EMEA, APAC, ROW)
Business	(Unique attributes, Distributed offices, regulatory compliance, international presence)
Technology Stack	(Must have or likely to have an existing technology)
TECH LEADERSHIP	
RISK ADVERSE	

STEP 2 Target Account List

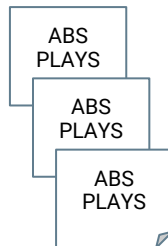


*Account counts are illustrative

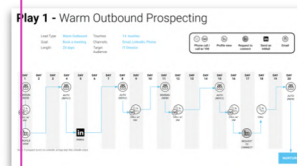
STEP 3 Target Personas



STEP 4 ABS Plays



STEP 5 Multi Channel Sequences



STEP 6 Measurement

	TARGET		MEASURE	
	Total Accounts	Opp \$\$\$	Closed Won \$\$\$	
TIER 1	10	\$3,284,820	\$1,428,897	
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*\$ Values and counts are illustrative

Enablement Materials

WHAT THEY DO

- Manage Big Data infrastructure, operations and performance, monitoring, scaling and direction
- Responsible for managing and configuring a highly available, fault tolerant, and secure Big Data platform
- Lead the modernization and development of existing technologies

OUR VALUE PROP

- Reduce resource efficiency by automating your Big Data environment
- Single pane of glass across environments with visibility into issues in your Big Data stack
- Visibility to control costs for your Big Data environment
- Reduce costs for cloud environments
- Reduce costs for on-premise and hybrid environments
- Optimize data pipeline and applications from a single location for both performance and reliability
- One your operations team will spend less on their jobs

EMOTIONAL PAIN

- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability

CRITICAL EVENTS

- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability
- Must have Big Data working time, operations, performance and reliability

PERSONA
Describe each persona

	On-Prem	In-Transition	Native Cloud
Focus	Data Operations <ul style="list-style-type: none"> Slow and falling Big Data workloads - Hive, Spark, MR, Impala High Big Data runtime performance Overloaded capacity on infrastructure Unreliable MR TR leading to missed SLAs Highly inefficient resource usage and cost 	Data Ops + Application owner <ul style="list-style-type: none"> Similar on-prem pain, but diminished interest in resolving them Cloud migration pains Effectively migrating environments to the cloud (what is cost effective and prudent) Identifying what jobs, what data sets, what nodes should be migrated Estimating what it will cost to run workloads in the cloud How to size the environments in the cloud 	Application Owner <ul style="list-style-type: none"> Inefficient use of cloud resources High cost Low visibility into who is using what resources (feedback/chargeback) Not achieving SLAs
Impact	<ul style="list-style-type: none"> Resource efficiency High performance Cost optimization to on-prem Issue resolution Feedback / chargeback to business units SLA achievement Application user self-service 	<ul style="list-style-type: none"> Resource efficiency in the cloud Visibility into costs, performance and cost optimization to on-prem Issue resolution Feedback / chargeback to business units SLA achievement 	<ul style="list-style-type: none"> Resource efficiency in the cloud Visibility into costs, performance and cost optimization to on-prem Issue resolution Feedback / chargeback to business units SLA achievement

MESSAGING
Messaging per persona

Hiring Manager
Customer Pocket Story

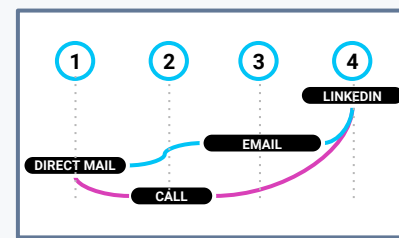
Users
Billy Martin, Sr. Director of Software Engineering at World Commerce, is responsible for driving revenue and managing the company's growth.

Product
World Commerce (WC) is a leading provider of financial services for the global market.

Key Challenges
WC is facing several challenges in its current state:

- High cost of cloud resources
- Low visibility into who is using what resources
- Not achieving SLAs

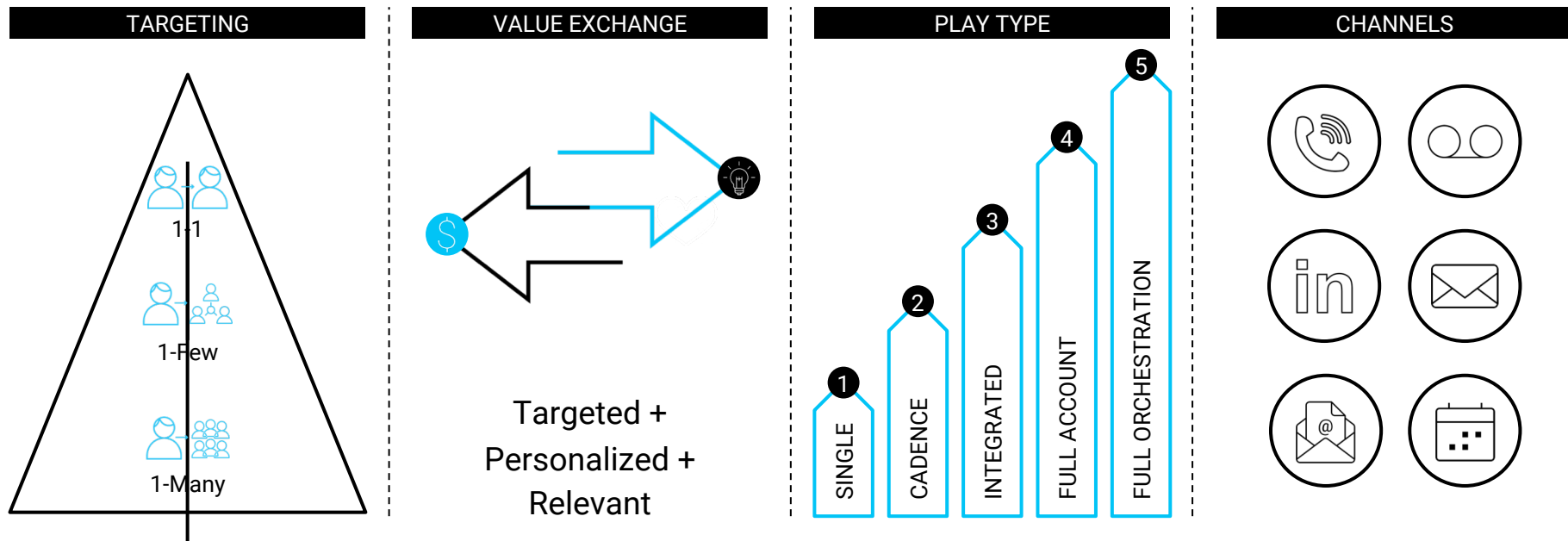
POCKET STORIES
Relevant customer stories



PLAY DESIGNS
Integrated play design

Account based play **FOUR KEY ELEMENTS**

Once you know your target accounts and persona's and have a team align to execute, it is time to build pipeline through integrated ABM play designs. Here are 4 elements to a successful ABM play.

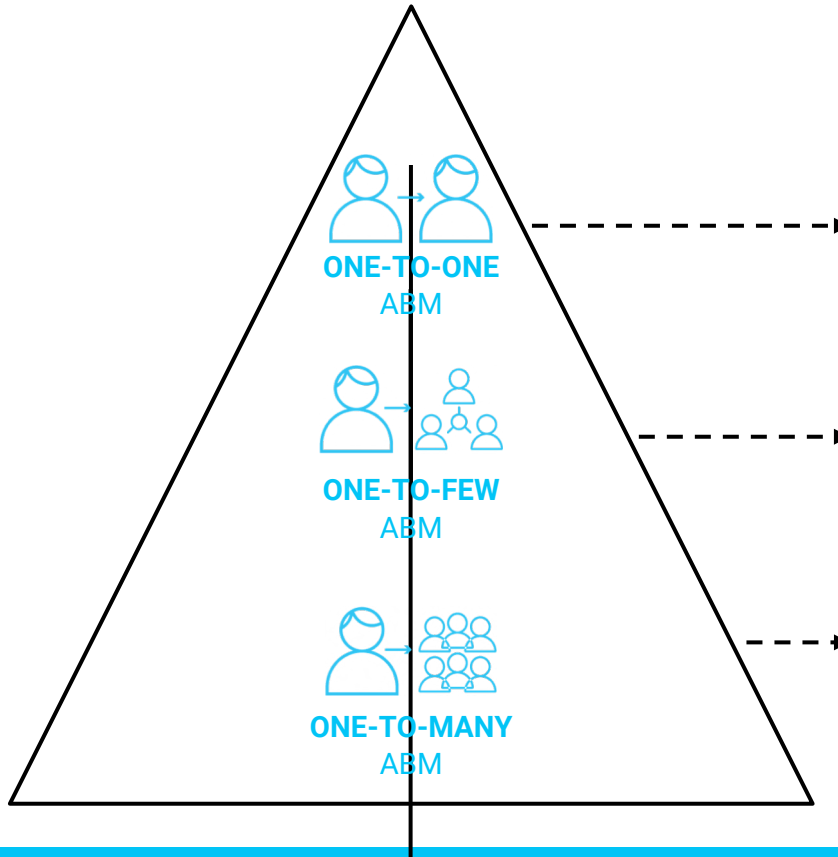


Account based play **VALUE EXCHANGE OFFER**

Decide a value exchange offering for your play.
The higher the value, the more likely you are to convert



DESIGN PLAYS // . Select play options



PLAY OPTIONS

• C-Level Outreach Program

- Customer stories
- LinkedIn Outreach
- Referral Request

• Direct mail programs

- Targeted Content
- Segmented Cadence
- Virtual Roundtable

• Webinars

- ABM chat engagement
- Content Syndication

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DESIGN PLAYS // Select a core VALUE EXCHANGE to use in your play design

OFFER CONCEPT:

VALUE

- ☐ High-Value Content
- ☐ Custom content
- ☐ Networking
- ☐ Executive Access
- ☐ Notoriety
- ☐ Other_____

TARGETED

RELEVANT

PERSONALIZED

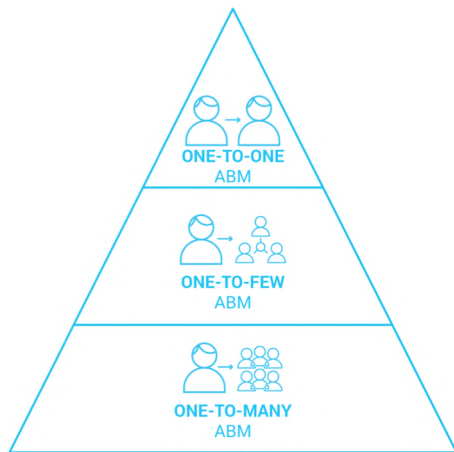
MAKE IT
IMPACTFUL

*(How targeted is your offer to
your segment of accounts?)*

*(Is the offer relevant to
make the biggest impact?)*

*(Can you add any aspects of
personalization to individuals at those
accounts?)*

PROSPECTING OFFERS

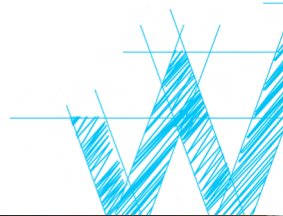


ONE TO FEW

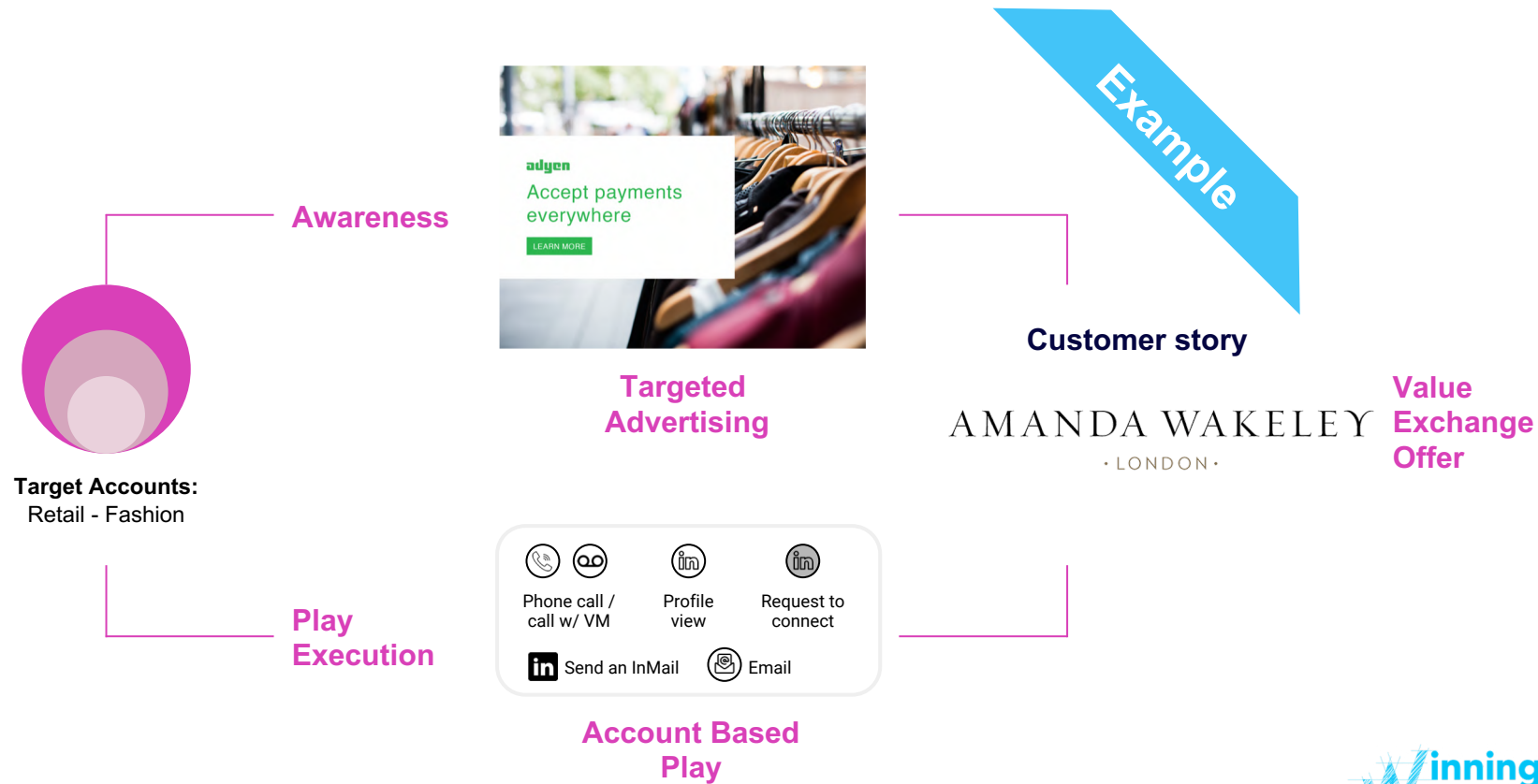
ONE TO ONE

ONE TO MANY

Play Designs Delivered



Example: 1-Many Account Based Play



STRATEGY



Target account list creation: ICP Analysis, market map, operationalizing your account list, tiering structure and ongoing maintenance guidance

- **Account team design:** Team pod design to build pipeline against sets of accounts
- **Account team orchestration:** Design of weekly meeting structure and tools to drive marketing and sales alignment
- **Measurement:** Dashboard design, growth model and KPIs for a successful migration to account based motions

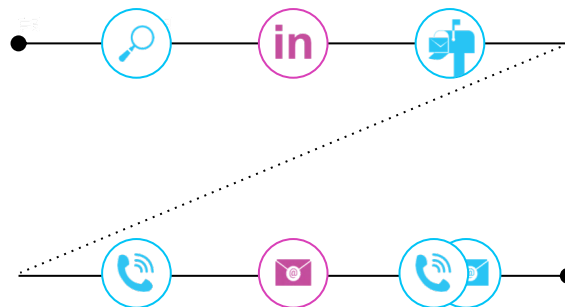
Pipeline building plays

- Design end to end account based plays and assets
- Account awareness coverage
- Account based prospecting templates
- Play orchestration across teams

Tools & Resources

- Account based prospecting tools
- Account research and planning templates

PLAY DESIGNS



THANK YOU // Here to help



Shari Johnston

Partner & Account-Based Practice Lead



Roelof Hengst

Founding Partner & Managing Director Benelux

A black and white photograph of a man with a beard and glasses, wearing a dark suit jacket over a light blue shirt. He is looking out of a large window in a modern office setting. The background is slightly blurred, showing office furniture and large windows.

Roelof Hengst

Partner Winning By Design

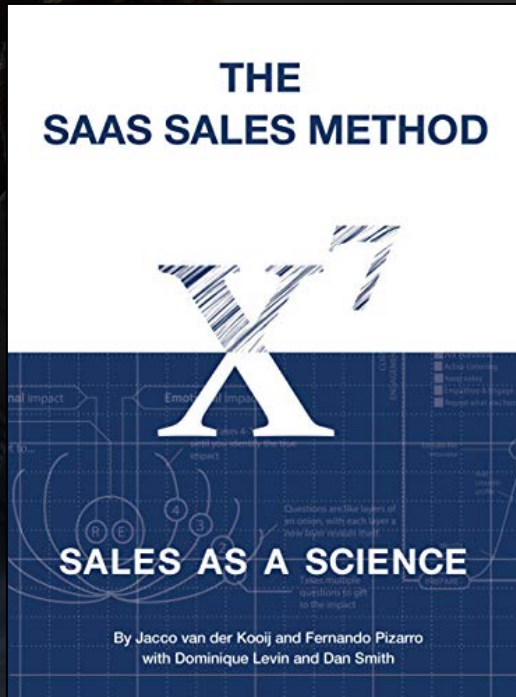
roelof@winningbydesign.com

0031 (0)6 52 31 7800

“Please do not hesitate to reach out, here to help.”



CLOSING



Roelof Hengst



Shari Johnston

Big Thanks to Winning by Design!

Coming up in December:

Next SaaS Sales Leadership Event

Keynote Speaker Dave Sherry



Dave Sherry



Your partner in **SaaS Sales** recruitment