

✓ Checklist: Top 10 Things to Consider for Account-Based Sales

Whether you've been doing account-based sales for a long time or you're just beginning to consider changing your sales strategy, check out these top tips:

- ✓ ABS makes the most sense for subscription-based sales that are greater than \$50,000.
- ✓ It takes coordination among sales development, sales, marketing, and customer support teams.
- ✓ Create a profile of the type of customer that is the best fit for your product or service.
- ✓ Next, identify companies that are the best fits for your ideal customer profile.
- ✓ Prioritize your target companies based on the potential deal size and how closely they fit your ideal customer profile.
- ✓ Create profiles of the people at a company that will be involved in the buying decision.
- ✓ Develop a messaging strategy to provide value to each buyer profile.
- ✓ The more value you're able to provide, the closer you'll be to getting a meeting.
- ✓ Measure and optimize your outreach.
- ✓ Don't give up. ABS takes more time and effort — go deeper with each relationship.