



ABM Readiness Checklist

Task	Key constituents	Required?
Ideal Customer Profile identified	Sales and Marketing Leaders, ABM Lead	<input checked="" type="checkbox"/>
Target personas and buying center/group identified	Sales and Marketing Leaders, Potential Finance Leader	<input checked="" type="checkbox"/>
Target account list identified and tiered	Sales and Marketing Leaders	<input checked="" type="checkbox"/>
Gap analysis of existing contacts in target account list	Marketing Operations	<input checked="" type="checkbox"/>
Review database health	Marketing Operations	<input checked="" type="checkbox"/>
Determine MarTech stack for ABM motions	Marketing Operations	<input checked="" type="checkbox"/>
Lead scoring in place	Marketing Leader, Sales Leader, Marketing Operations	<input checked="" type="checkbox"/>
Account scoring in place	Marketing Leader, Sales Leader, Marketing Operations	<input checked="" type="checkbox"/>
Clearly defined lead and/or account stages (e.g., MQL, MQA)	Marketing Leader, Sales Leader, Marketing Operations	<input checked="" type="checkbox"/>
Sales and Marketing SLAs	Marketing Leader, Sales Leader, Marketing Operations	<input checked="" type="checkbox"/>
Identify prioritized KPIs for your ABM program	Marketing Leader, Sales Leader, Marketing Operations	<input checked="" type="checkbox"/>
Create a content development plan	Marketing	<input checked="" type="checkbox"/>
Define ABM-specific nurture strategy	Marketing	<input checked="" type="checkbox"/>
Plan for contact enrichment	Marketing Operations	Phase 2

[CONTACT US](#)

Contact us to chat about your ABM preparedness.

