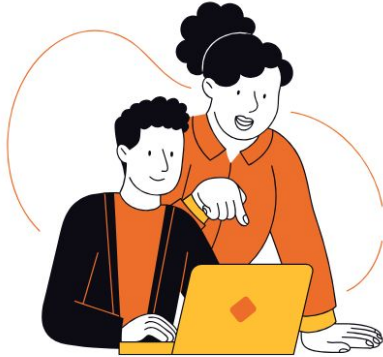


ABM Readiness Scorecard



Score the following criteria across the key pillars to assess your organization's readiness for Account-Based Marketing (ABM).



KEY PILLARS	CRITERIA	SCORE 1 - 5
Sales & Marketing Alignment	Executive Buy-In: Commitment from leadership to support ABM initiatives.	
	Team Collaboration: Degree of cooperation between sales and marketing.	
Target Accounts	Ideal Customer Profile (ICP): Clarity and definition of your ICP.	
	Account Selection: Iterative process for identifying and prioritizing target accounts.	
Sales & Marketing Programs	Personalized Content: Availability of tailored content for target accounts.	
	Cross Channel Engagement: Ability to engage accounts across various channels.	
Measurement	Success Metrics: Established KPIs to measure ABM effectiveness.	
	Data Quality: Accuracy and completeness of data on target accounts.	
Communications	Messaging Alignment: Consistency of messaging across sales and marketing.	
	Feedback Mechanisms: Systems in place for continuous improvement based on feedback.	

SCORECARD LEGEND

Score (1-2): Reveals critical course corrections needed to steer towards success.
Score (3-4): Reflects steady progress, with clear opportunities to chart a stronger course.
Score (5): Represents a strong navigational point, setting the stage for ABM success.

MARKETING OPERATIONS. **OPTIMIZED**