

ABM can help marketers and sales people develop deep relationships clients, no matter what their role

	Marketing			Sales
	Corporate	Field	ABM	
Benefits of Account Based Marketing	<ul style="list-style-type: none"> Gain a better understanding of the client's key business issues Create a role-based profile to identify "pain-points" experience by key people in your client organization Modify your content to reflect these targeted issues Incorporate this client insight into a series of integrated marketing and sales programs and material designed to target specific executives in your target account 	<ul style="list-style-type: none"> Gain a better understanding of the client's key business issues Create a role-based profile to identify "pain-points" experienced by key people in your client organization Modify your content to reflect these targeted issues Incorporate this client insight into a series of integrated marketing and sales programs and material designed to target specific executives in your target account 	<ul style="list-style-type: none"> Understand the key business issues of a broader range of key accounts Create a role-based profile to identify "pain-points" experienced by key people in your client organization Modify your content to reflect these targeted issues Incorporate this client insight into a series of integrated marketing and sales programs and material designed to target specific executives in your target account 	<ul style="list-style-type: none"> Gain a better understanding of the client's key business issues Create a role-based profile to identify "pain-points" experienced by key people in your client organization Determine where and how you can best help the client meet its business goals Create a series of integrated marketing and sales programs designed to target specific executives in your target account