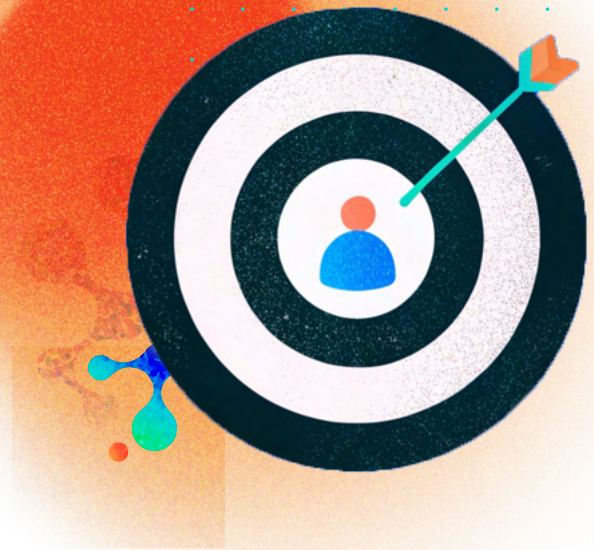


ABM

System Build



What it is

A structured engagement to **design** and **launch a repeatable ABM system** inside your team, starting with a pilot and building toward a scalable engine.

Who it's for

- **B2B tech companies** targeting larger, more strategic accounts
- Teams where **ABM has been inconsistent** or hasn't delivered results and want to build a centre of excellence
- Organisations looking to **align sales and marketing** around high-value opportunities

What you get



A clear, focused **ABM strategy** aligned to revenue goals



Sales and marketing working from the same accounts and signals



A repeatable approach to generating **high-value pipeline**



Early traction to support scaling the programme

Deliverables



Ideal Customer Profile and **Target Account List**



ABM playbooks and messaging frameworks



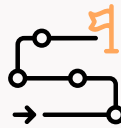
Campaign and **outreach** structure



RevOps setup for **tracking, coordination,** and **attribution**



Systems, processes, and **signals architecture** designed and deployed within your tech stack



Pilot results and **scale-up roadmap**



Timeline: ➔ **3–6 months** (pilot phase typically 90 days)



Investment:

£40,000 – £90,000

depending on scope and team involvement



Outcome

A working ABM system that produces pipeline, with the **structure and confidence to scale it.**