ABM - Sample Interview Guide

Overall, what you want to hear:

- ABM is a strategy.
- ABM is a full funnel, customer lifecycle approach
- It is a re-evaluation of all programs on the ability to reach the target account list
- The organization needs to be involved - Marketing, SDR and Sales
- SDRs are the key connector between Marketing and Sales for a successful ABM strategy
- There is 1:1, 1:few, 1:many. Depending on the objectives of the program, we'll pick one or a mix to satisfy your revenue needs
- It's not enough to just have a target account list. Segmentation and Personalization are key to a successful program - from website experience, to advertising, to SDR outreach
- "I was involved", "I lead", "I worked with Sales to...", "I increased engagement with our Target Accounts"
- Outcomes: Target Account Engagement, Conversion rates, Pipeline, Revenue, Net Retention Rates; Average Deal Size, Funnel Velocity and Close Rates
- Depending on the sales cycle at this organization, initial results can be tracked inside of a quarter (Engagement, Pipeline, Conversion Rates), but the ultimate objectives - ACV, Velocity and Close Rates - can take anywhere from 9-12 months to see results.

Red Flags:

- ABM is a campaign
- Marketing owns ABM
- ABM is top of funnel
- "Our team decided", "I increased leads/MQLs", "Our marketing team saw success/succeeded", "We put on a great event, but the SDR team just didn't convert"
- Outcomes: Leads, MQLs, Click-through rates
- You'll start to see results right away!

Questions:

- What does Account-Based Marketing mean to you?
- Talk about your involvement with ABM at a previous organization?
  (Did you develop the strategy or execute someone else's vision?)
- How will you lead the marketing team to move from traditional demand gen to ABM?
- How will you engage with Sales to increase revenue through an Account-Based Strategy?
- How do you keep on top of the collaboration with your Sales team? What does that cadence look like? How often would you meet and what would you cover?
- How quickly will we see results?
- What technology do you recommend to execute a successful account-based strategy?
- What are the pitfalls we should avoid in our move to ABM?