

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Key account management and ABM: connect campaigns to relationship capability

QUESTION

How does account-based marketing connect to key account management?

GUIDE TAKEAWAY

ABM coordinates account-focused marketing and sales work. Key account management adds continuing relationship and delivery responsibilities; the two need shared objectives and clear ownership.

START HERE

Define acquisition expansion or retention.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define acquisition expansion or retention

Evidence or input

Output or decision

Owner and review point

2. Agree one account objective

Evidence or input

Output or decision

Owner and review point

3. Map relationship and delivery owners

Evidence or input**Output or decision****Owner and review point**

4. Coordinate evidence and conversations

Evidence or input**Output or decision****Owner and review point**

5. Review value delivery before expansion

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Prospect ABM

Useful when: Opening a relevant discussion

Limitation: Relationship evidence may be sparse

Suggested action: Validate the buying problem

Why this fits our situation**Evidence needed before acting**

Customer ABM

Useful when: Supporting expansion or retention

Limitation: Delivery issues can change priority

Suggested action: Inspect adoption and commitments

Why this fits our situation**Evidence needed before acting**

Key account management

Useful when: Developing a strategic relationship

Limitation: Needs continuing ownership

Suggested action: Maintain the account plan

Why this fits our situation

Evidence needed before acting

Delivery coordination

Useful when: Making the promise achievable

Limitation: Capacity and risk can constrain scope

Suggested action: Confirm assumptions before proposing

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/key-account-management-and-abm/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>