STOF

Business case for an ABM pilot.

Fill this in with leadership, sales and marketing together, using your own figures from the past two years. Sheet 1 collects the numbers, sheet 2 puts them into the calculation and sets the leading indicators and the decision point.

Before you start

Is our ideal customer profile clear? (if not: do that first)

Account owners from sales, with time for the pilot

Decision point after 90 days, and who decides

Date and people involved

STEP 1

Deal value and margin

- Average revenue of a new customer from the ideal customer profile, in year one
- How much of that is margin?

STEP 2

Sales cycle

- Average number of months from first serious conversation to signed contract
- So when can we expect the first revenue from the pilot?

STEP 3

Accounts

- How many organisations can sales really work personally in 90 days, alongside their normal work?
- Per account: the reason why now

STEP 4

Internal time

- Hours per week: sales, marketing, leadership
- Internal cost rate per hour

STEP 5

External costs

- Content, session or event, data, tools, support

✓

Does ABM fit us?

- [ ] Is one won customer worth more than the pilot costs?
- [ ] Is the deal big enough, with several decision-makers?
- [ ] Is the ideal customer profile clear?
- [ ] Does sales have time to own accounts?
- [ ] Does leadership not expect revenue within 90 days if the cycle is longer?

© STOF tot groei · free to use

STOF

The calculation and the decision point.

Work from top to bottom. Agree leading indicators up front, because with a long sales cycle you'll see little revenue after 90 days. Reach and impressions don't count here.

Step	Calculation	Our number	Notes
1. Accounts in the pilot	From sheet 1, box 3		
2. Value of one new customer	Year-one revenue × margin %		
3. Internal time	Hours per week × 13 weeks × cost rate per hour		
4. External costs	From sheet 1, box 5		
5. Total cost	Step 3 + step 4		
6. Break-even	Step 5 ÷ step 2 = number of won accounts that covers the cost		
7. Timing of revenue	Pilot start + sales cycle		
8. Leading indicators after 90 days	Accounts with a decision-maker in conversation · roles per account · follow-up meetings · opportunities in the CRM		
9. Decision	Scale up, adjust or stop? Who decides, and on what date?		

Want to work out a pilot together? Book a free 45-minute introductory call: stoftotgroei.nl/en/introductory-call

© STOF tot groei · free to use