

INTURACT

CLOSE THE REVENUE GAP,
TRANSFORM YOUR GO-TO-MARKET
**HOW TO ALIGN SALES &
MARKETING THROUGH
ACCOUNT-BASED
MARKETING**

Transform Your Early
Sales Wins into
Systematic Success



WHEN EARLY WINS DON'T SCALE

You've had those big early wins. Your sales team has closed several major accounts, proving your solution's value to your target audience. But transforming these individual successes into systematic growth is where many post-product-market-fit companies stumble.

If you're at that stage, you'll hear advice like this —

"Just hire more sales reps," they say.

"Just increase marketing spend."

But, if only it were that simple.

Scaling revenue doesn't happen if you keep doing more of the same. Because there's limited time, resources and the competition is catching up.

You need your sales and marketing teams to work together in a way that makes sure you win high-value accounts.

This is where Account-Based Marketing (ABM) makes the critical difference.

WHY TRADITIONAL APPROACHES FALL SHORT

We understand every objection racing through your mind about transforming your go-to-market approach:

"Our sales team is already targeting big accounts"

"We're doing fine with our current marketing strategy"

"ABM sounds resource-intensive for our growth stage"

"We can't coordinate sales and marketing at that level"

These concerns are valid. But they stem from a fundamental misconception: that ABM is just another marketing tactic.

It's not.

It's a strategic transformation of how you identify, engage, and win your most valuable accounts.

THE PROMISE OF THIS GUIDE

In this strategic playbook, we'll show you how to:

Transform early sales wins into repeatable success through systematic ABM plays

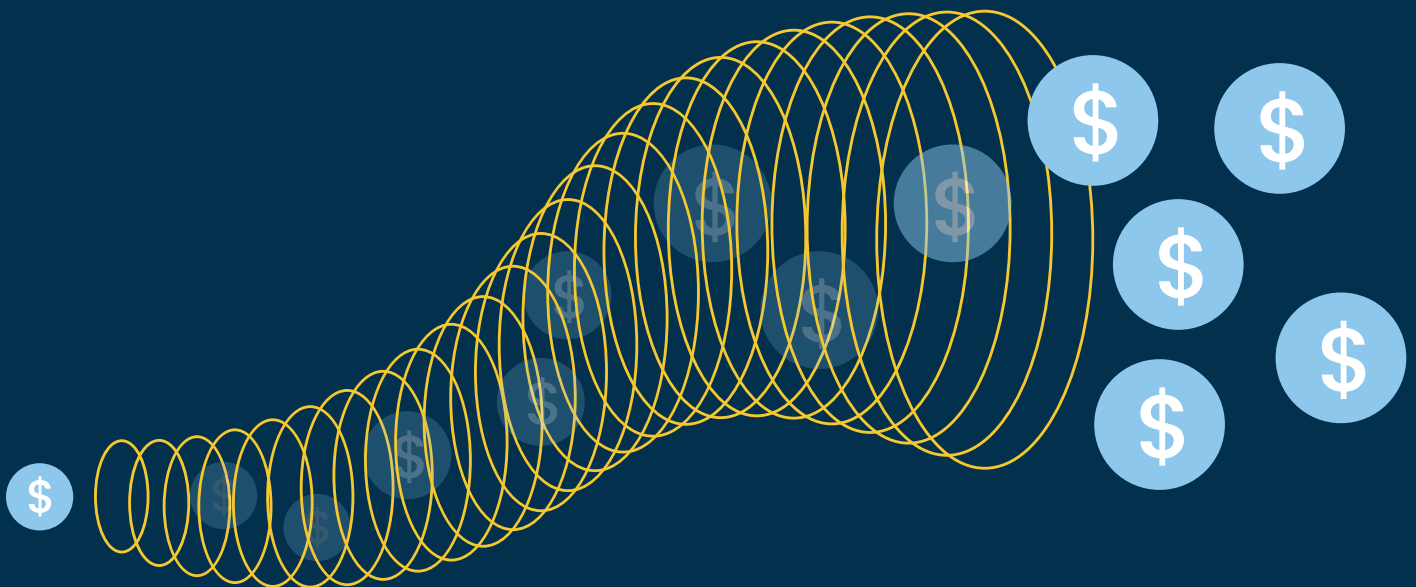
Align your sales and marketing teams around high-value target accounts

Scale your go-to-market efforts without scaling your costs

Build a foundation for predictable revenue growth

This isn't a theory.

This is a proven methodology based on 18 years of helping post-PMF companies scale their go-to-market success. We'll show you exactly how to bridge the gap between individual sales wins and systematic revenue growth.



BUILDING A UNIFIED ACCOUNT SELECTION PROCESS

The traditional approach to account selection often looks like this: Marketing generates a list based on firmographic data, while Sales maintains its own "ideal" prospects list based on gut feelings and past wins.

The result is misaligned efforts, wasted resources, and frustrated teams.

Start by bringing both teams together for what we call "Account Alignment Sessions." These aren't your typical meetings – they're structured workshops where both teams contribute their unique insights:

Marketing brings to the table:

Digital engagement patterns across channels

Market research and industry trends

Content consumption data

Website behavior analytics

Sales contribute their ground-level intelligence:

Common pain points from customer conversations

Objection patterns they're encountering

Deal velocity indicators

Real feedback from won and lost deals

How to implement it?

Begin with a monthly account selection workshop. Here's the framework: The first hour is dedicated to reviewing successful deals from the past quarter—what made them perfect fits? Document these patterns. The second hour focuses on building your joint selection criteria.

Create a shared scoring system that combines both quantitative and qualitative factors. For example, if Marketing sees high engagement with solution-specific content, and Sales confirms this match patterns from successful deals, that account gets prioritized.

What'll make the process stick?

Set up a collaborative workspace (could be as simple as a shared Notion database) where both teams can:

1. Submit potential target accounts
2. Add relevant insights and intelligence
3. Track engagement progress
4. Flag opportunities for immediate action

Schedule bi-weekly 30-minute stand-ups where teams can quickly validate new target accounts and adjust approaches based on fresh insights.

BUILDING JOINT

ACCOUNT PLAYBOOKS

Most organizations struggle with an all-too-familiar scenario: Marketing crafts compelling content that sits unused in drives, while Sales creates their own materials on the fly. This disconnect leads to inconsistent messaging and missed opportunities to leverage what works.

A joint account playbook is more than just a collection of content. It's a living system that maps successful engagement patterns to specific account scenarios.

Start by documenting your current wins:

Analyze your last 5 successful deals

Map out the content and conversations that moved them forward

Note the sequence of interactions that led to positive outcomes

Identify which marketing materials sales actually used and why

Building your core playbook

Think of your playbook as a series of "if-then" scenarios. When [this trigger happens], we respond with [this coordinated action]. Here's how to build it:

1. Create a shared engagement map that shows:

- Key decision-maker profiles
- Common trigger events
- Proven response strategies
- Content that supports each stage

The practical framework

Start with one target scenario – perhaps a specific pain point you solve well. Document the entire engagement sequence from first touch to close. Include specific content pieces, timing, and talking points that both teams can use.

Making it operational

Set up regular playbook review sessions where both teams:

- Share what's working in current account engagements
- Suggest modifications based on field feedback
- Add new plays based on successful patterns
- Archive what's no longer effective

→ The best playbooks are simple enough to follow but also detailed enough to be actionable. Focus on creating plays that either team can initiate and that clearly show who does what, and when.

Keep the feedback loop tight

If Sales discovers a new message that resonates, Marketing should quickly incorporate it into future content. If Marketing sees high engagement with specific materials, Sales should know immediately to leverage them in conversations.

JOINT METRICS THAT DRIVE GROWTH

Gone are the days when marketing celebrates email open rates while sales focus solely on closed deals. In true ABM alignment, success is measured through shared metrics that reflect the joint impact on revenue growth.

Start with the right foundation

Rather than drowning in data, focus on metrics that tell the real story of your aligned efforts. The key is selecting measurements that both teams can influence and act upon.

Core metrics that matter:

Account Engagement Score (combining marketing touches and sales interactions)

Time-to-First-Meeting for target accounts

Joint Pipeline Velocity

Multi-Thread Engagement (number of contacts engaged per account)

Playbook Conversion Rates

Creating your measurement framework

Build a simple but effective tracking system:

- Track how your selected accounts are progressing through your playbooks. Are they engaging as expected? Are both teams hitting their engagement marks? This isn't about vanity metrics – it's about understanding if your joint efforts are moving accounts forward.
- Measure which plays drive the best results.

For each type of coordinated effort, track:

1. Initial response rate: Did the account engage with the first touch?
2. Meeting conversion: How many accounts moved to sales conversations?
3. Deal progression: How quickly did accounts move to the next pipeline stage?
4. Close rate: Which plays led to won deals?

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TRANSFORM EARLY WINS INTO SYSTEMATIC SUCCESS

You could piece together your ABM program yourself.

Start with some YouTube tutorials, read a few blog posts, and maybe attend a webinar or two. Spend a few months testing different approaches. Figure out HubSpot configurations through trial and error. Create playbooks by guessing what might work.

But that's.... exhausting, isn't it?

Now imagine this: Within 30 days, you have a complete, proven ABM foundation built specifically for your business. No guesswork. No endless experimentation. You have clear, actionable frameworks ready to drive results.

This is where the Inturact ABM Accelerator comes in.

In 30 focused days, we'll guide you through building your complete ABM program. It's ideal for companies that:

Have achieved early sales success

Are ready to scale their go-to-market approach

Need a systematic way to replicate wins

Want to build an efficient revenue engine

In the first week, we nail your market clarity. In the second week, we optimize your HubSpot setup. In the third week, we design your program and playbooks. Final week, we launch.

Check out more details about ABM Accelerator [here](#).