The Smarketers
Your Growth Catalyst

exotel

ABM training & consulting for a virtual telecom operator helps improve lead quality and sales velocity by over 60%

About Exotel:

Exotel is a full stack customer engagement platform and licensed virtual telecom operator working with clients across the Globe.

Challenge:

While the company had an inbound marketing team, an SDR team, and a sales team, they were functioning in silos. The teams weren't aligned.

The company decided to take the ABM route and set up an ABM team. However, once the SDR team shared the leads with the sales team, no further updates were shared with the SDR or ABM teams.

The newly formed ABM team required training on structuring, strategizing, and implementing a well-orchestrated ABM program.

While the inbound marketing team used a marketing automation platform to track inbound leads, there was no sync between the inbound and the ABM team concerning the kind of leads received, first-party intent data, or leads shared with the sales team

There was no MarTech stack to drive a complete ABM program. The internal team was using standard methods to send emails and make cold calls without following a structured approach.
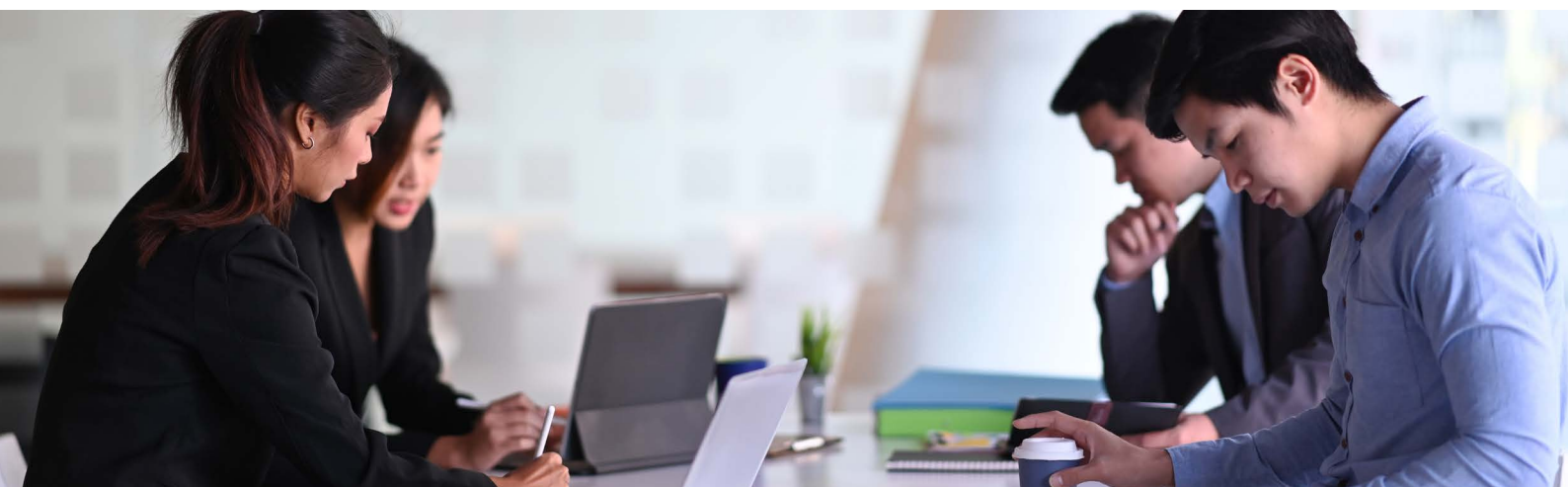
Steps Taken:

PHASE 1:

PROCESS UNDERSTANDING AND RECOMMENDATIONS

☑ The first phase lasted for two weeks. We set up meetings with the sales, SDR, and inbound marketing teams during this period.

☑ These discussions aimed to understand how the teams can collaborate, identify the gaps and scope for technological usage, and set priorities to solve the challenges via a step-wise approach.

☑ We performed assessments with the ABM team to understand the company's ABM process. It included working on the ICP, Buyer Personas, Account Lists, Account Research, Stakeholder and Buying Committee Profiling, Messaging Frameworks, Content Mapping, Multi-Channel Positioning, Reporting, and the ABM Tech Stack.

At the end of phase 1, we made the following observations

Sales and Marketing Alignment:
The most crucial task was to ensure that the leadership, sales, marketing, and ABM teams were aligned on the goals and agreed upon a set of KPIs and KRAs.

Training and Consulting:
Since the ABM team was new, the members needed training on all aspects of ABM. We prepared a six-week plan to help the team with theoretical aspects and provide the required workbooks and templates to put their knowledge to the test.

ABM Tech Set Up:
We set up the marketing automation and ABM tool stack to drive the complete ABM program.

PHASE 2:
TRAINING AND EXECUTION

☑ SLA Creation: The Smarketers worked closely with the head of marketing to define a clear SLA that aligns sales, marketing, and leadership.

☑ ABM Training: We trained Exotel's team end-to-end across all aspects of ABM, from basics leading up to advanced concepts, while implementing them in real-time for the client's use case. The topics included

01
Kick-Off & Basics:
a. Outlining Objectives & Processes
b. Sketching the stakeholders
c. Aligning ABM with existing Marketing Mix

02
Targeting - Accounts, buying committee, personas
a. Understanding the ICP & enlisting Accounts & Motivations
b. Buyer Behavior and requirements
c. User Experience

03
Research
a. Segment, Account and Buyer research
b. Prioritizing accounts based on research
c. Solution Mapping
d. Intent - importance and assessment

04
ABM campaign
a. Enlisting requirements What all you need
b. ABM Program Setup
c. ABM Plays
d. Content support & strategy
e. Integrating Inbound and ABM
f. Personalizing Content

05
Selecting the right tools
a. Martech for ABM
b. Basic tools that you need
c. Ad-ons that can enhance experience

06
How to set up a pilot program and scale
d. Scaling the Pilot
e. Venturing into different geographies

07
Measure and Optimize
f. Key metrics and KPIs that matter
g. Qualitative vs quantitative metrics
h. Measuring for success
i. Optimizing the campaign

☑ **MarTech Setup & Automation:**
We decided to use HubSpot as the best tool for ABM implementation across sales & marketing. Additionally, we implemented HubSpot's sales & marketing professional hubs for onboarding, training, & setting up the required workflows for account engagement, nurturing, & tracking campaign performance across channels. This included setting up lead & account scoring models. We set up those accounts for further nurturing based on the engagement levels achieved. Also, we brought in other tools like Roll Works & Zoom Info to drive intent insights & contextual aware ads.

☑ **Templates and Workbooks:**
We supplied Exotel's teams with ABM playbooks, templates, and workbooks for individual aspects of their ABM program.

Outcomes

Exotel witnessed an immediate improvement in the lead quality due to the newly structured and signed SLA.

A stronger alignment between sales and marketing teams

Much better use of MarTech to support the ABM program

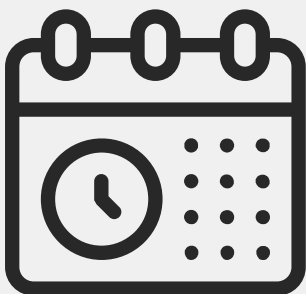The opportunity pipeline improved by over 60%

WORDS FROM EXOTEL

" We were able to substantially increase the lead gen numbers due to the structured approach and process due to better alignment between sales and marketing and well defined SLA's

Raman Kishore - Manager, Account-Based Marketing -Exotel

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