Do you have ABM leadership alignment?
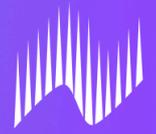
How to use this
- Choose the option that reflects reality, not intention
- If unsure, pick the weakest answer
- Tally your answers at the end

N.Rich

01 Who owns ABM strategy decisions?

A. Shared ownership across Marketing, Sales, and RevOps with defined roles

B. Marketing leads, Sales is consulted

C. Marketing runs ABM mostly alone

04 When deals stall, what happens?

A. Teams analyze progression together and adjust execution

B. Marketing is asked to increase engagement

C. Responsibility is unclear

02 How are target accounts selected?

A. Joint ICP definition with clear revenue criteria and agreement

B. Marketing proposes, Sales adjusts later

C. No consistent ICP agreement

05 Is ABM part of revenue planning?

A. Embedded in GTM planning and forecasting

B. Considered in campaigns but not forecast discussions

C. Operates as a side initiative

03 How is ABM performance reviewed?

A. Reviewed together in revenue meetings tied to pipeline and win rate

B. Marketing tracks engagement and pipeline, Sales tracks revenue separately

C. Reporting is fragmented or unclear

06 Are incentives aligned with ABM accounts?

A. Shared KPIs tied to revenue from target accounts

B. Some overlap, but mostly siloed targets

C. No shared metrics

Your ABM leadership alignment result

Mostly A answers
Leadership aligned

ABM is operating as a revenue motion, not a marketing tactic.
Your next step is protecting alignment as you scale.

Next Steps:
- ✔ Lock in shared revenue KPIs
- ✔ Set a recurring joint ABM revenue review

Mostly B answers
Leadership developing

You have strategic intent, but ownership friction slows momentum.
Clarify decision rights and shared KPIs before scaling.

Next Steps:
- ✔ Define one clear ABM revenue owner
- ✔ Align on 3 shared revenue metrics

Mostly C answers
Leadership fragmented

ABM exists, but ownership confusion is blocking revenue impact.
Before optimizing campaigns, fix accountability and integration.

Next Steps:
- ✔ Run a joint ICP and ownership reset
- ✔ Create one unified ABM reporting view