AGILE ACCOUNT-BASED GROWTH

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INTRODUCTION

We know you: you're a business leader, a Rev-Ops practitioner, an innovator, and most importantly, a driven individual who is passionate about doing whatever it takes to get your organization to succeed.

> ## But what if we told you there's still a missing piece to the puzzle? ...What if we told you that there's still one thing that would positively transform the curve of your growth?

This article has been written to reveal one emerging framework you need to know which will change the game for your enterprise.

Agile ABG is a framework to best achieve large enterprise's revenue goals, and it's shaking up how B2B organizations approach the early-stage buyer journey. Even without knowing the framework in depth, the name itself already provides hints: "**Agile**", from software development; "**Account-Based**", from the top B2B sales & marketing strategy; and "**Growth**" to signify the unification of cross-functional departments to achieve common metrics and goals.

But Agile ABG is much greater than just the sum of the above parts. In this article, we'll give you the full overview of this framework so that you can best decide how and why to implement this strategy for your enterprise. We'll be sure to break down all of the benefits you'll get from doing so, in order for you to make the most informed decision possible.

Let's dive in!

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"Success is not counted by how high you have climbed but by how many people you brought with you." WIL ROSE

FOUNDATIONAL GAPS

Businesses require constant optimization. When times change, processes change, too. We might think of the way that the invention of the internet revolutionized how we send and receive information. We might remember how the rise of smartphones led to a whole new market for app development and mobile-based business. And, as leaders in revenue-generating teams, we surely are thinking about the way that the availability of data and innovation have transformed personalization in sales and marketing.

Despite our ever-changing world, business change can be hard to implement within an organization. Some might opt for sticking with old methods because change is just too much effort. **But, we're here to show you that switching to account-based really is worth it!**

...LEAVING THE LEAD-BASED STRATEGY...

All of us at Infinityn International are advocates for all things Account-Based, but we can't leave Lead-Based strategies in the 'bad guy' pile. There are indeed some pros, such as that these methods...

✓	✓	✓	✓
Have been effective in the past, and therefore feel comfortable, familiar, and certain. Before the time of intent-data, it was a solid approach to opening up business.	Can be seen as less risky, especially when the value of ABM is unclear or not known. Learning new strategies takes time, effort, resources, and willingness, which might not be readily available.	Do not require the implementation of an ABM platform. Perhaps what frightens leaders the most about ABM is the notion that the latest and greatest platform is required in order to switch. However, ABM is a strategy rather than a technology.	Has the approval from the majority, even if the minority strongly believes in switching to account-based. It can be difficult to align everyone and get the entire team on board with the idea of change.

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However, despite some pros, lead-based strategies do indeed have some pitfalls, such as that:

✕ Lead Based methods mean quantity rather than quality.	✕ Lead Based methods can create costly inefficiencies and frustration	✕ Lead Based methods do not utilize technologies and available data which would shorten and smooth the process	✕ Lead Based methods do not benefit from the alignment among sales and marketing teams as seen in account-based methods

✕ Lead Based methods can be more challenging to reel in high-value deals as opposed to smaller deals	✕ Clients coming from a lead-based process are satisfied, but they often are not raving advocates because they have not had the same full, highly personalized, and relationship-oriented experience that they would get with an account-based approach

While the Lead-Based vs. Account-Based debate could be an entire article in itself, we'll say, briefly, that 'it's complicated'. However, let's look into what ABM (Account-Based Marketing) could bring to the table.

...FOR ANOTHER FLAWED STRATEGY?

A term coined by ITSMA in 2004, ABM is a strategy that helps keep organizations focused on their top accounts to prospect, helps keep activities personalized to only those accounts which are most relevant, and helps keep sales and marketing teams aligned on the same goals. As opposed to a lead-based B2B strategy, some benefits of ABM are:

✓ More sales-qualified opportunities as opposed to empty leads	✓ Sales-marketing alignment, shared goals and targets	✓ Shorter sales cycle, higher efficiency	✓ Utilization of relevant data and technology to make more informed decisions

Some might go as far as to say that the term "B2B" will be replaced entirely by "ABM", due to the fact that ABM is rising in popularity amongst large enterprises with complex sales cycles. However, it does have its limits. As Demandbase puts it, "traditional ABM focused on identifying valuable accounts and attempting to engage them, regardless of whether the time was right or if they were interested in hearing from you at all. And that's exactly the kind of customer experience buyers hate."

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Not only can ABM lack indicators of timing or buyer stage, but ABM also can often lack:

✕	✕	✕
The extra human-to-human touch (as seen in phone conversations or face-to-face meetups).	Ease of implementation and launch. It can be timely and costly to create an ABM strategy, collect a team, hire accordingly, bring in the right technology, and unify all the components.	Customer success. Sure, ABM aligns marketing and sales beautifully, but customer success is a must. CS is crucial to ensuring your top accounts are always served best.

While we aren't here to call anyone "wrong", we are definitely saying that there is a way that we deem "better". Seeing the issues arising from not only lead-based strategies, but also account-based marketing, it's safe to say, that a strategy upgrade is needed to move the needle for growth teams in 2022 and beyond.

What that upgrade may be? Enter Agile Account-Based Growth.

"Don't sit down and wait for the opportunities to come. Get up and make them." MADAME C. J. WALKER

WHAT IS AGILE ABG?

Agile Account-Based Growth (Agile ABG) is a framework for B2B enterprises which helps ensure that revenue grows steadily, consistently and predictably.

While many enterprises look to ABM to achieve revenue growth, they are still lacking of human touch, better timing, ease of implementation, and alignment with customer success. For that reason, B2B marketers are aiming to create the next generation of 'account-based' approach, one that goes beyond even ABM. With Agile ABG, the next generation of 'account-based' method is finally here.
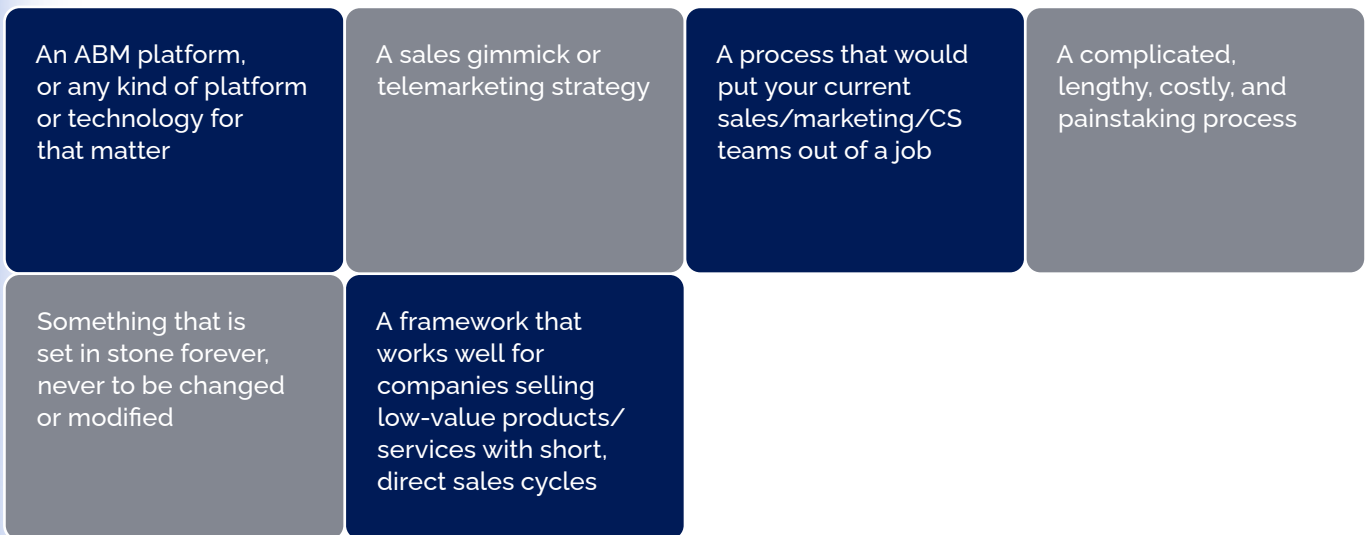
This framework encompasses and impacts the entire funnel from research and intelligence to marketing, sales and customer success. These various business components are finally tied together under one strategy to ensure a holistic revenue-growth outcome, especially for organizations which have high-value products with longer sales cycles, technology-driven solutions, and enterprise-sized target clients. This orchestrated process utilizes 5 "Account-Based" functions (intelligence: ABI, marketing: ABM, sales development: ABSD, sales: ABS, and customer success: ABCS) at every stage of the account lifecycle.

As mentioned earlier, Agile ABG is more than just a sum of the five functions. Instead, a unique synergy is created when each component is unified. Together, this framework will ensure that the right conversations are happening at the right time, which ultimately helps fill your pipeline with the accounts that matter most. Those accounts get an outreach in the way that truly resonates with them. You'll know straight away who's ready to buy, who's needing a bit more time, and who is not fit for your account list – no time wasted. The accounts that you serve best will be nurtured for advocacy and repeat business.

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If the above sounds overwhelming, rest assured that we will dive deeper into each of the five 'account-based' components (ABI, ABM, ABSD, ABS, ABCS) to learn exactly what they do and how they can impact your organization. Beyond that, we'll discuss the synergies created from combining these functions. But just for now, the goal of Agile ABG is to create a bigger picture to account-based practices, and expand on areas where ABM, and B2B sales and marketing processes in general, are lacking.

WHAT AGILE ABG IS NOT

We admit, terminology can get confusing at times. To simplify things right off the bat, here are a few examples of what Agile Account-Based Growth is not:

An ABM platform, or any kind of platform or technology for that matter	A sales gimmick or telemarketing strategy	A process that would put your current sales/marketing/CS teams out of a job	A complicated, lengthy, costly, and painstaking process
Something that is set in stone forever, never to be changed or modified	A framework that works well for companies selling low-value products/ services with short, direct sales cycles		

We know you've already got an incredible internal sales team, marketing team, and customer success team, and we respect that. The Agile ABG framework was not designed to completely eliminate your current business setup and impose an entirely new set of principles upon them. Instead, Agile ABG can be implemented into your current setup, enhancing, embracing, and unifying your current teams' strong points and coupling those with a holistic, sustainable, repeatable, and scalable process that best suits your organization's needs. While surely any kind of change requires a bit of effort, restructuring, and thus, the most valuable resource: time, we can safely say that Agile ABG can be tailored to seamlessly fit into your exact business plan, and therefore will be relatively stress-free and quick to implement, when done right.

Don't believe us? Keep reading to find out what components belong to Agile ABM and how they can be customized to your revenue-generation needs.

THE 5 COMPONENTS OF AGILE ABG

As indicated, ABI, ABM, ABSD, ABS, and ABCS together make up the Agile Account-Based Growth framework. Each of these "Account-Based" functions or teams also have a key word that describes their purpose as a component in the greater framework.

● **ABI**
ACCOUNT-BASED
INTELLIGENCE

= *RESEARCH*

● **ABM**
ACCOUNT-BASED
MARKETING

= *TEACH*

● **ABSD**
ACCOUNT-BASED
SALES DEVELOPMENT

= *OUTREACH*

● **ABS**
ACCOUNT-BASED
SALES

= *CHALLENGE*

● **ABCS**
ACCOUNT-BASED
CUSTOMER SUCCESS

= *ADVOCATE*

Not only are these components can stand individually and independently from one another if need be (for example, the "Research" stage can be a standalone function/service in itself), but they are also steps in this process that can be unified to create synergy in generating demand as a whole. The 5 components together create an end-to-end process which is illustrated in the form of a flywheel to represent the stages of the Agile ABG buyer journey.

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The illustration above, aside from the 5 functions buying journey, also have further meanings, such as:

1. THE SHAPE OF THIS FLYWHEEL

Being circular, the flywheel best demonstrates how reaching the customer success function ("Step 5" or "Advocate") does not necessarily mean the endpoint or the last step. Rather, this could be seen as a stop on an infinite loop of providing more services to your clients. The process circles around as long as desired and does not terminate when a single sale has been made.

2. THE POINTED ARROWS

similarly indicating the infinite loop of possibilities.

3. THE WHITE SPACE

The white space between the colors in this flywheel could be interpreted in two ways:

Firstly, this whitespace gives room for a new product or service to enter the circle, in which case the loop would begin again, as stated in the previous points.

Secondly, this empty space represents our "whitespace accounts", which is a term used to describe any account which is not yet a client, but has the potential to become a new brand in the portfolio. This concept of a 'whitespace account' will also be mentioned in the "intent iris" section of the article below.

4. THE OVERLAP OF COLORS

When combined as an end-to-end process, these five key functions are conducted in a sequential, but often overlapping, manner. This means that to some degree, one could say that Step 1 (Research/ABI) happens first, then Step 2 (Teach/ABM), then Step 3 (Outreach/ABSD), and so on. However, it is also important to keep in mind that one step does not have to end in order for the next to begin. Usually, multiple functions will be happening simultaneously in the process. In fact, the 1st Step (Research/ABI) most often is implemented throughout the entire journey, despite it is also functioning as a launchpad for the first task in the process.

> **You might ask: "So what possibilities are there for layering these components, then?", or, "How do we know where one stage stops and the next begins?"**

The exact mix of components, and the structure of YOUR flywheel will all depend on your business (or the needs of the client who receives the Agile ABG services externally). Requirements should always be assessed and elaborated on, and the process should always be tailored to the client's needs. Agile ABG would not be so agile if it looked exactly the same for everyone. This means that a graphic representation of your exact flywheel might show slightly different overlap than the flywheel illustrated here.

Despite some slight differences from business to business, the important thing, all in all, is that the components always work in harmony with your revenue goals. In terms of structuring the components — the sky's the limit, and there are endless possibilities when it comes to combining the 5 parts.

Below are the 5 components explained individually

In order to get an idea of how each component contributes to the Agile ABG framework, as well as to understand how the individual components could benefit alone or together your organization, you can find additional detailed information below.

1. RESEARCH

ABI ACCOUNT-BASED INTELLIGENCE

The "Research" function is the information-based beginning of the Agile ABG framework, and also acts as the constant support to the whole Agile ABG process.

The goal of this function is to build a foundation of data-driven insight in order to set the rest of the process up for success. ABI researches any relevant information that could help distinguish the account and its importance from the rest. ABI supports this sales journey via mapping out the sale funnel for fruitful close, to ensure the ease and clarity of known information about opportunities to stakeholders of this journey.

During this first step, the Account-Based Intelligence team:

Gets to know your ideal clients and target accounts to nail down their firmographic data	Differentiates the 'top tier' accounts and their characteristics	Collaborates with ABM to monitor what those accounts are doing and how they are behaving through following their digital footprints ('intent')	Assembles information from various data points, whether that be through a sales or ABM platform, industry database, social media network, online databases, search engines, and more.
Hunts for areas of interest, stories, pain points, or any other highlights that could come in handy during the rest of the buyer journey	Researches, organizes, narrows down, emphasizes, analyzes, and extracts insights to provide a foundation as well as provide continuous support	Creates visuals, such as the Opportunity Heatmap, so that data is neatly and concisely laid out for easy understanding	

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The below image shows the visuals created from ABI research. See the section "Opportunity Heatmap" to learn more.
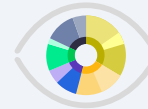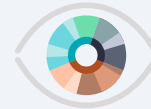
1 EACH COMPANY HAS UNIQUE INTEREST PROFILE
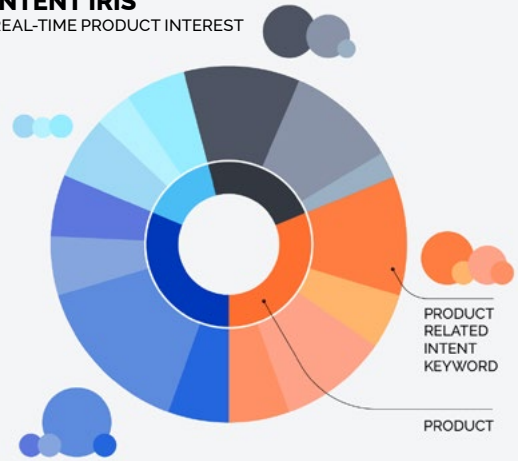
COMPANY—1

COMPANY—2   COMPANY—3   COMPANY—4

2

REAL-TIME COMPANY INTEREST

RELEVANT KEYWORDS TO BE TRACKED

3 INTENT IRIS
REAL-TIME PRODUCT INTEREST

PRODUCT RELATED INTENT KEYWORD

PRODUCT

4 CRM IRIS
CURRENT SALES ENGAGEMENTS / OPPORTUNITIES

PRODUCT RELATED OPPORTUNITIES

PRODUCT

5 OPPORTUNITY HEATMAP

DIGITAL INTENT IRIS

CRM IRIS

EXISTING SALES ENGAGEMENT REINFORCED WITH DIGITAL INTENT

SOLUTION-SPECIFIC WHITESPACE
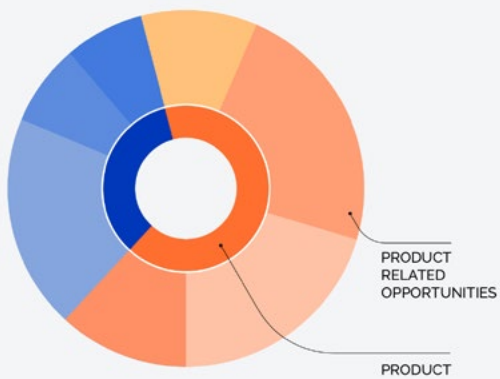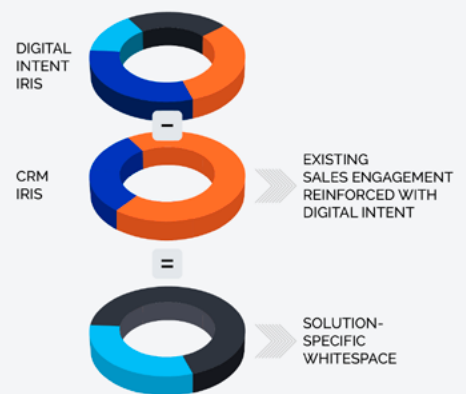
This function is arguably the most unique part of the Agile ABG process. While other companies rely on the sales or marketing team to do quick research, the Agile ABG framework includes an entire function specifically for gathering data and insights. Having a dedicated research-specific division means that you'll be able to take a deep-dive into distinct information that can transform sale, finding that diamond-encrusted needle in the haystack that other organizations are bound to miss.

Although the "Research" function can be thought of as the 'beginning' step, there's more to the story. This phase is actually present throughout the entirety Agile ABG process.

Here are some of the ways that the ABI function kicks in throughout the journey:

Data collection, gathering extra information as needed	Data cleaning and organization	Data analysis to build reports and extract insights	Any research support which guides the entire end-to-end process, ensuring each step of the journey remains data-driven

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2. TEACH

ABM ACCOUNT-BASED MARKETING

The "Teach" function is the marketing and awareness stage of the Agile ABG journey.

The goal of this function is to inform, educate, familiarize and build trust. Data from the ABI team will be used to start exposing top accounts to your brand, leveraging marketing assets with an account-based mindset instead of a lead-centric mindset (that is, if your focus is on the needs of the account). Advertising campaigns will take place and marketing materials will be chosen based on the account's firmographic data and where it stands in the buying journey. The "Opportunity Heatmap" from the previous phase allows ABM to master this personalization and expose only the most relevant content to truly warm-up the account for the later buying journey. Marketing should truly support sales to set the stage for success, and in the ABM function, is where this will exactly occur.

In the Teach function, the ABM team:

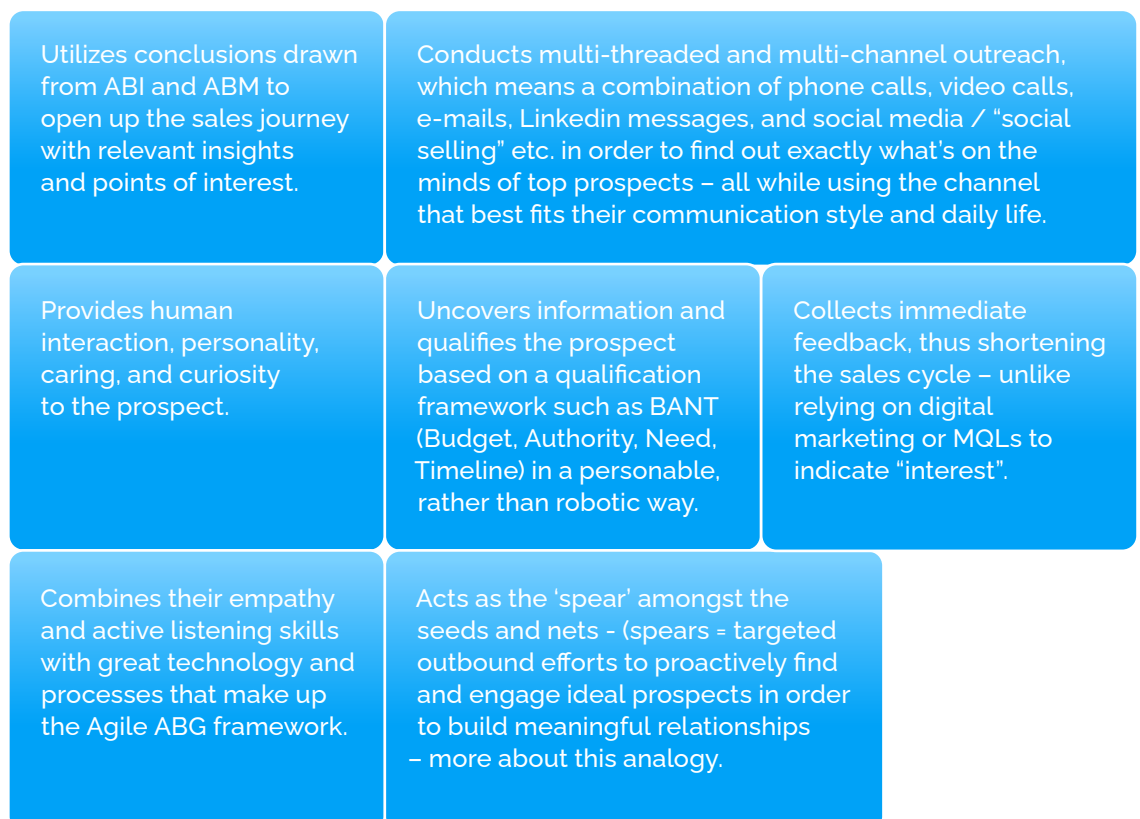|		
Starts efforts in parallel and collaborates with ABI.	Shortlists accounts that have shown intent.	Familiarizes accounts with solutions, educating about value propositions via account-based campaigns.
Educates accounts via the content marketing and content strategy in order to create informative, interesting, and relevant materials with commercial insight.	Builds brand awareness and trust via added value – teaching them something that they don't yet know, increasing familiarity and likeability.	Provides accounts with marketing air cover to helping them uncover the right solution for their needs, and to bridge the gap where they are now to where they want to be.
Decides via which channels and means to publish content, and exactly how it will be delivered.	Personalizes communication (chatbots, webpages, emails, etc) according to which account is being targeted, what are their history and preferences, and where they are in the buyer journey. Examples: the website chatbot can be programmed to greet visitors according to their stage in the buyer journey, such as 'Welcome back!' if they have previously visited. Or, the order in which content is displayed can differ if it is known that a particular account prefers a certain topic over others.	

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3. OUTREACH
ABSD ACCOUNT-BASED SALES DEVELOPMENT

The "Outreach" function is the part of the Agile ABG journey which opens doors to new business and best conveys the 'human touch' element that sets this framework apart from the rest.

The goal of this function is to shortcut unnecessary areas of the sales cycle by reaching out and having genuine conversation with relevant prospects to reveal their true needs and desires, and to establish real relationships which allow you to become a trusted professional. This is where actual bonding takes place - where prospects are not only prospects, but individual people with interests, personalities, goals, plans, dreams, hardships, pains, wishes, sense of humor, particular communication style, organizational preferences, and much more. These aspects are not ignored merely to hit numbers, rather, the ABSD function utilizes these human aspects to provide value and assess how the service can be delivered in the best way possible, according to their specific situation. Because a sturdy foundation has been laid down by ABI and ABM, the Outreach team is able to have relevant conversations immediately without wasting time. This function will be opening doors and priming the target account for a later close.

In the Outreach function, the ABSD team:

Utilizes conclusions drawn from ABI and ABM to open up the sales journey with relevant insights and points of interest.	Conducts multi-threaded and multi-channel outreach, which means a combination of phone calls, video calls, e-mails, Linkedin messages, and social media / "social selling" etc. in order to find out exactly what's on the minds of top prospects – all while using the channel that best fits their communication style and daily life.

Provides human interaction, personality, caring, and curiosity to the prospect.	Uncovers information and qualifies the prospect based on a qualification framework such as BANT (Budget, Authority, Need, Timeline) in a personable, rather than robotic way.	Collects immediate feedback, thus shortening the sales cycle – unlike relying on digital marketing or MQLs to indicate "interest".

Combines their empathy and active listening skills with great technology and processes that make up the Agile ABG framework.	Acts as the 'spear' amongst the seeds and nets - (spears = targeted outbound efforts to proactively find and engage ideal prospects in order to build meaningful relationships – more about this analogy.

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ABSDs operate in a new environment

We can't ignore the fact that the environment in which sales development happens has been changing rapidly — and how the agile approach to growth meets the new challenges and opportunities that come with the shift.

What is this transition? It's the emergence of the "dark funnel" in B2B, and the way it changes buying behavior.

Buyers no longer rely on traditional ways of gathering information that was typical as recently as the late 2010s. In pre-covid times, attending trade shows (virtual or in-person) and reading review sites, contacting vendors early were typical steps in the journey.

This is much less the case now. B2B buyers today typically gather information from peers on social networks and closed online communities, such as slack channels. Early stages of the buying journey are now much more peer- and community-centered, as opposed to even a few years ago.

The dark funnel — a term coined by martech vendor 6sense — is called "dark" because intent-tracking, advertising and attribution technology cannot "reach inside" these channels. Again, these channels are where the bulk of information-gathering and discussions about purchasing now take place. (The exception being account-based advertising that is available to some extent on some social networks).

Why is this a new challenge?

When a buyer first emits signs of intent that ABM platforms can pick up, a large part of the buying cycle has been completed. If a vendor enters the buying cycle at this point, they are too late.

For this reason, it is crucial that

1. marketing focuses on demand generation on social channels and in the appropriate communities (e.g. Slack, Reddit, etc.) and
2. sales developers actively participate, gain insight and provide value in these communities.

This requires an altered, agile approach to sales development that relies much less on pre-scripted sequences and nurturing. This shift requrires ABSDs to focus on conversation and providing value, demonstrating thought leadership in social channels.

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4. CHALLENGE
ABS ACCOUNT-BASED SALES

The "Challenge" function of the Agile ABG framework is where strategy and fine-tuning come into play to close the deal and provide the most value.

The goal of this function is to close, upsell and cross-sell by applying psychology, neuro-linguistic programming, sales-strategy, buyer-centricity, communication tactics, the 'Challenger'™ approach and Sense-Making approach to the Agile ABG process in order to close the sale and get new clients under your wing. Here is where strategic choices are key, and where persistent, creative, empathetic, tactful, passionate and engaged sales professionals bring the prospect to the end of their buyer journey. The end result will be a happy client that is galvanized into leveraging your solutions and looks forward to repeat business.

If you're new to Gartner's "Challenger" and "Sense-Making" approach, here is a quick snippet from our deep-dive article, ***Challenging from Lead to Close***:

"Challengers tailor their approach according to the customer's values, pains, and economic drivers. It's not just the sellers who must challenge the prospects on how they view their course of actions. Another focus for sellers is finding an internal champion who understands their problems and goals and has developed the wherewithal to act upon and influence other stakeholders. In order to win today, sellers must equip these kinds of buyers with the insights and tools that they need to get internal consensus to start making positive actions. These types of prospects are known as the "Challenger Customer"."

"The Sense Making approach is not an alternative but rather a complementary style. It's predicated on diagnosing challenges, collaboration and helping customers develop a clearer view of how to achieve their own goals. The Sense Making approach helps sellers create greater confidence within prospects to make beneficial purchasing decisions. This entails helping them sort through an overabundance of seemingly high-quality information in the marketplace, putting it in the context of the buyer's unique situation and working together to find the right solution."

"Adopting a buyer-centric sales philosophy is the key to winning in an age where buyers are empowered more than ever. To this effect, we suggest that Gartner's Sense Making and Challenger approaches are the most suitable for B2B selling organizations during times of crisis and otherwise."

Using the above methods in combination with other proven techniques, the ABS function closes the deal and provides any and all solutions that will solve the clients needs.

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In the Challenge function, the ABS team:

Builds upon the sales process from the ABSD function, such as solidifying BANT

Reinstates the sense of urgency for the client organization, thus empowering them to make decisions towards desired changes and goals

Categorizes key players of the account, AKA the Buying Committee. This refers to the group that determines which prospect is a 'Mobilizer', which is an 'Influencer', etc — All of which are people in the organization who make an impact on the decision making process. Identifying these key players allows for tailored discussions to take place to move the deal further down the funnel, faster, with greater value and relevance

Goes the extra mile to satisfy the customer and identifies needs for further products/services to be offered, thus successfully upselling and cross-selling

Provides a deeper degree of education and awareness. This function is further along the sales funnel, and therefore has a richer level of information and complexities than earlier stages. To compensate for these complexities, the ABS team picks up where the ABSD team left off, diving deeper into the sale.

Help customers to create a vision, determine which priorities to focus on and plan together for future success, using these plans and visions to come to a common close with a solution that fills their gaps

Carries out their work while not being tied to specific project delivery. Rather, the ABS team has the ability to roam around the organization where needed to deliver more and tend to areas that need support.

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5. ADVOCATE
ABCS ACCOUNT-BASED CUSTOMER SUCCESS

The "Advocate" function is the segment of the Agile ABG journey which focuses on loyalty, satisfaction, and continued delivery.

The goal of this function is to provide extra services which were initiated in the ABS phase, thus aiming higher and going the extra mile through consistent value-add. If all goes well in the previous steps, the client will feel urged to include your organization in more projects of theirs, due to their trust and reliance on your work. Through this, further projects, extra services, and other offerings will be booked and KPIs will be created. The ABCS team ensures that these KPIs are met and that these 'side projects' always act as the cherry on the cake to provide the polished, finishing touch to an overall fruitful relationship.

When this stage is successful and the client has a trusting relationship, the cycle of the flywheel starts again from the beginning and continues onward, repeating as long as needed. The client will then spread your brand through word of mouth, and they will act as a patron of your services and an advocate to other organizations who are considering purchasing the type of offerings you provide.

All in all, you'll not only continually build upon your current client relationship to create an infinite buyer lifecycle, but you will additionally create an advocate for your organization, which will increase the likelihood of additional interest from the client's trusted network.

In the Advocate function, the ABCS team:

Works in conjunction with the ABS function to ensure the cross/upsell turn successfully and smoothly into a delivered service	Executes the additional services, hitting and exceeding KPIs from these additional services to continually dazzle your customer	Continually satisfy the customer so that they also become a loyal advocate for your brand
Emphasize a holistic view of their account journey in order to provide them with an understanding of the various areas of their business where you can provide upgrades, thus bringing the most value to them through possible additional services.	Provides continuous feedback and assists with change management to ABSD team to improve processes and alignment as well as contributing to project ideation.	

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"Customer Success… pinpoints problems — and opportunities… by collecting and leveraging as many data points as possible about the customer. Furthermore, Customer Success informs strategy; it helps businesses better understand the customer experience and lifecycle so they can improve it. On top of all that, Customer Success team members truly focus on the customer and how that customer can succeed, as opposed to only focusing on how the company can succeed. It's a mindset shift that reaps big rewards for everyone."

The "Advocate" function is eventually weaved into the entire flywheel. The idea is to continue the buyer journey continuously, which allows ABCS to flow back over into ABI, ABM, ABSD and ABS. Through this, a holistic alignment takes place throughout the entire lifecycle, and the client can rest assured knowing that they are continuously served best by a trusted organization.

When the five components come together to make for one unified, holistic process in your organization, you'll notice that you'll gain:

CLARITY

A deeper understanding and points of conversation, needs and pains from the accounts and prospects on your dream list, faster than ever before.

HUMAN-CENTRIC

An account-specific mindset where personalization is also personal, with a human touch.

TRUST, COMMUNITY & BRAND

All while tending to the hard numbers.

CONFIDENCE

Knowing this system that can be repeated, scaled, and is easy to implement & launch.

PEACE OF MIND

Through a method that works with your existing technologies.

TRUE ALIGNMENT

Not only between marketing and sales, but also customer success so that the client always is served best, thus building trust for repeat business.

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THE "AGILE" IN AGILE ABG

As the name says, Agile ABG is 'agile'.

Agility is a term that represents adaptiveness and the ability to welcome change. In the context of software development, Agile refers to "an iterative approach to managing products and developing software that helps teams deliver value to their customers faster and with fewer headaches. Instead of betting everything on one final launch, an agile team delivers work in small, but consumable, increments. Requirements, plans, and results are evaluated continuously so teams have a natural mechanism for responding to change quickly" according to Atlassian. In Agile ABG, this is nearly the same: interative approach, creating value, faster, fewer headaches, small increments, constant evaluation, continuous adaptation.

While we have a detailed article dedicated to this topic, below is a list of just a few areas of similarity between the infamous "Agile Manifesto" in software development and the "Agile" within "Agile Account-Based Growth". Simply replace the blank spaces where the word "software" once stood with the phrase "Growth Services".

"HIGH PRIORITY SET ON SATISFYING THE CUSTOMER/ CLIENT THROUGH EARLY AND CONTINUOUS DELIVERY OF VALUABLE ___"	**"WELCOME CHANGING REQUIREMENTS, EVEN LATE IN DEVELOPMENT."**	**"DELIVER WORKING ___ FREQUENTLY, FROM A COUPLE OF WEEKS TO A COUPLE OF MONTHS, WITH A PREFERENCE TO THE SHORTER TIMESCALE."**
"BUSINESS PEOPLE AND DEVELOPERS MUST WORK TOGETHER DAILY THROUGHOUT THE PROJECT." — OR FOR US, SALES TEAMS, MARKETING TEAMS, CUSTOMER SUCCESS, AND OTHER RELEVANT STAKEHOLDERS MUST WORK TOGETHER FOR AGILE ABG SUCCESS.	**"BUILD PROJECTS AROUND MOTIVATED INDIVIDUALS. GIVE THEM THE ENVIRONMENT AND SUPPORT THEY NEED, AND TRUST THEM TO GET THE JOB DONE."**	

Even with the above listed, it's easy to see how Agile is very fitting not only for developers, but for Growth and Revenue teams as well. Integrating Agile principles means that Growth is fluid and ever-changing, morphing to your business needs as time brings new innovations, hurdles, and opportunities. For this reason, Agile is a core aspect to the Agile ABG framework.

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"The most important thing in life is to stop saying 'I wish' and start saying 'I will'. Consider nothing impossible, then treat possibilities as probabilities." CHARLES DICKENS

THE AGILE ABG FRAMEWORK: FROM START TO FINISH
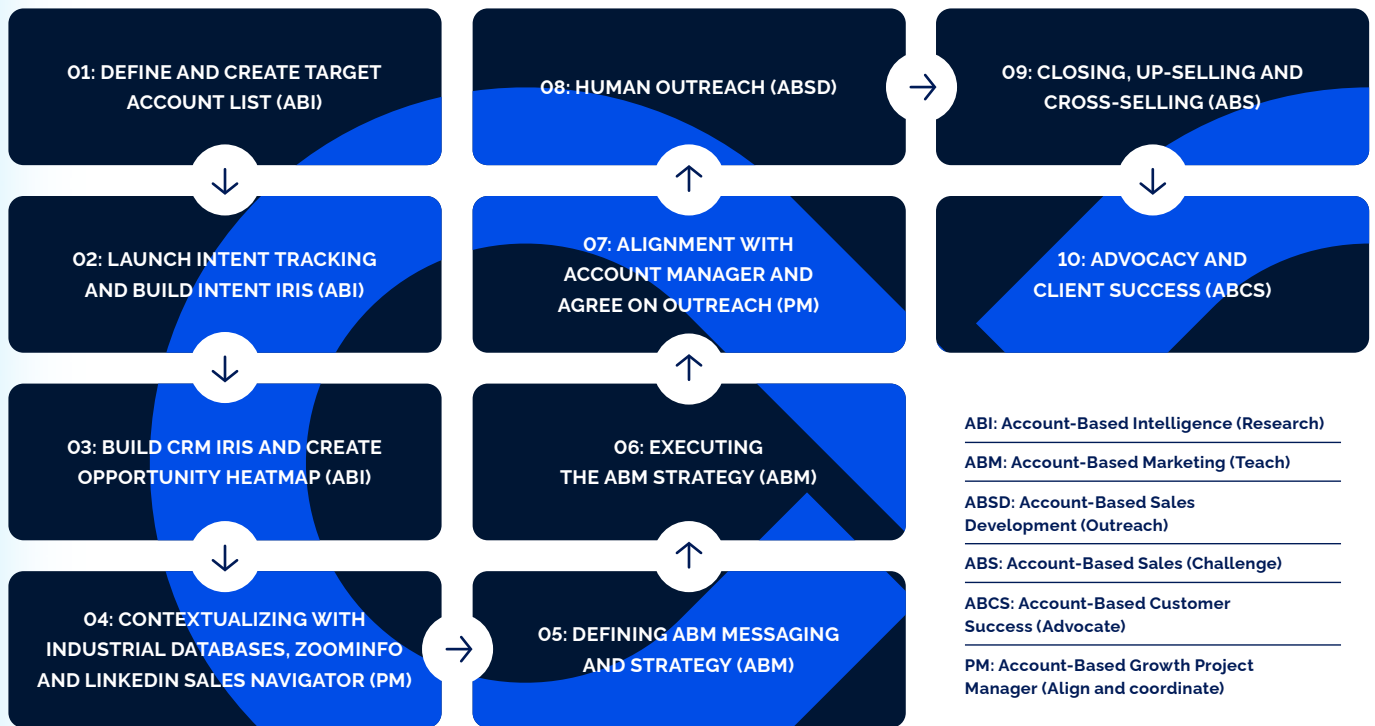
Take this example scenario:

Let's say your organization could use a bit of support with gaining clients and increasing demand. Your current teams might have some knowledge of ABM, but coordination is lacking and you feel there is time wasted and money falling through the cracks. Your internal teams are highly skilled, but you feel that they could be focusing on closing deals rather than opening doors. You're looking to clean up your processes to attract some greatbrands, and therefore you decide to implement the full-scope Agile ABG framework into your organization.

While you could bring in just one function of Agile ABG, you're aiming for maximum chances of success, and therefore you've opted for all 5 components of the Agile ABG flywheel. For the greatest ease of implementation, you've chosen to hire an external agency who specializes in Agile Account-Based Growth.

This agency provides you with an external, but dedicated team, including a Project Manager, who is your main point of contact. The dedicated team includes all resources necessary to carry out Agile ABG to bring you more prospects, qualified opportunities, and clients, including technical resources, human resources, knowledge resources, and everything needed to succeed. This scenario would make you the client. As a client, you are now outsourcing Agile ABG activities to the extended team, allowing your existing teams to focus on what they do best. Rather than restructuring your current team internally to figure out the strategy yourself, your main task working with an outsourced team is to sit back, relax, and stay in contact with the Project Manager (PM) who will have it all handled for you.

You'll have alignment sessions with the PM before the launch to ensure your revenue goals are clearly communicated and understood so that the PM can lay out all the necessary steps to ensure these goals are achieved. Additionally, you'll have sessions throughout as needed, which ensures you're kept in the loop with all changes made so that progress is tracked and KPIs are hit every step of the way.

With the above scenario layed out, here's a step-by-step guide as to what the Agile ABG framework would look like from start to finish:

01: DEFINE AND CREATE TARGET ACCOUNT LIST (ABI)	**08: HUMAN OUTREACH (ABSD)** →	**09: CLOSING, UP-SELLING AND CROSS-SELLING (ABS)**
↓	↑	↓
02: LAUNCH INTENT TRACKING AND BUILD INTENT IRIS (ABI)	**07: ALIGNMENT WITH ACCOUNT MANAGER AND AGREE ON OUTREACH (PM)**	**10: ADVOCACY AND CLIENT SUCCESS (ABCS)**
↓	↑	
03: BUILD CRM IRIS AND CREATE OPPORTUNITY HEATMAP (ABI)	**06: EXECUTING THE ABM STRATEGY (ABM)**	
↓	↑	
04: CONTEXTUALIZING WITH INDUSTRIAL DATABASES, ZOOMINFO AND LINKEDIN SALES NAVIGATOR (PM) →	**05: DEFINING ABM MESSAGING AND STRATEGY (ABM)**	

ABI: Account-Based Intelligence (Research)

ABM: Account-Based Marketing (Teach)

ABSD: Account-Based Sales Development (Outreach)

ABS: Account-Based Sales (Challenge)

ABCS: Account-Based Customer Success (Advocate)

PM: Account-Based Growth Project Manager (Align and coordinate)

1. The target account list is defined and created by the Account-Based Intelligence (ABI) team/function, part of the "Research" phase.

Following your criteria on what an ideal target account looks like, the ABI team uses tools (an ABM or sales platform, depending on your needs, desires, technologies and current setup) that capture the account data including firmographics, geolocation, employee number, company size and more. Any necessary or extra research will be conducted to further support this list, and all findings will plant the seed for the next step.

2. Intent tracking via the ABI function (#Research" phase)

After the target accounts have been established, the intent tracking begins, again from the ABI function ("Research"), in collaboration with the ABM team. The team uses their expertise, human intelligence, combined with artificial intelligence, to ensure that keywords are generated to best describe your business offerings. Intent tracking allows these most relevant keywords to be monitored by the chosen ABM or sales platform (based on the setup that has been agreed), thus giving an insight into which of your target accounts might be interested in your products/services (or interested in the relevant keywords associated with your products/services. The data collected in this phase allows the Agile ABG team to create the "Intent Iris" — a unique visual that captures the interest of your accounts in one easy glance (check out the section, "The Opportunity Heatmap" to learn all about this Intent Iris!).

The Agile ABG framework:
from start ot finish

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3. Build CRM Iris and
Create Opportunity Heatmap:

The ABI team then moves on to your CRM (Customer Relationship Management) system to see which of the interested target accounts from the "intent iris" are present already, and for which specific solutions (products/services). If there are accounts present already, the ABI team will dive deeper into your CRM records to see if the account has past experience either: interacting with your company extensively (e.g. this account had several calls with your sales rep), or: interacting with your company very briefly (e.g. they attended a webinar of yours once, replied to an email, etc). Once this information is produced within the 'CRM Iris', a comparison can be made between the 'Intent Iris' and 'Opportunity Iris', together known as the 'Opportunity Heatmap'. The opportunity Heatmap provides insights as to where there is an overlap, and where there is a 'whitespace'. Perhaps the ABI team may find that a highly interested account is not present in your CRM whatsoever — this would be considered a "whitespace account". Or, more commonly, the account indeed has some previous engagement, for one or some of the products/services but not for all. The product or service that has no previous touchpoints is considered a "whitespace opportunity", because this is an opportunity for them to become familiar with your organization again, through an offering that is new to them and matches their interests according to the Intent Iris. See the next section for more information about "whitespace" and the "CRM Iris".

4. Contextualizing with industrial databases,
Zoominfo and Linkedin Sales Nav

The Project Manager (PM) plays a key role in this stage to ensure that the information gathered in all previous steps are assembled into an insightful summary called the 'Handover', which as the name implies, is handed over to you, the client, for further review and decision-making. The handover provides a birds eye view over all of the sources and data available to us, thus narrowing down an immense amount of data into a concise document. The handover document is broken down into easy-to-read sections to specify aspects of their interests, engagement history, keyword intent, firmographics, and all other information collected thus far. The PM ensures and double-checks that all previous engagements are considered when strategizing for outreach, so that past experience can provide additional learnings. The PM helps you as a client rest assured that your experience is tailored, customer-centricity without any interruptions or duplicate activity.

5&6. Defining and executing ABM strategy

Findings from the Opportunity Heatmap can be utilized within our ABM Strategy by sharing information and creating brand awareness of your enterprise. These will be displayed via personalised banner ads with a holistic approach, containing compelling content considered by a "whitespace account", to an account who has areas of 'whitespace opportunity', or to accounts that are deemed worthy of re-engaging with. This "Target" phase allows your brand to become known, all without "spraying & praying". Furthermore, a commercial insight approach will be taken to account-based marketing and advertising, avoiding tones of voice that appear forceful or aggressive to the prospect. Your content will be presented in a way that demonstrates willingness to help clients achieve their goals. The aim of the ABM Strategy is not generating MQLs or leads — but rather, helping clients understand what they are missing out, demonstrating this through awareness campaigns, by exposing a need, and by warming up and nurturing opportunities. Here is where your reputation will be built as a possible solution provider to their problems.

7. Once context is given to the accounts, the PM communicates and aligns with you (or the designated SDR Manager and/or Account Executive) to agree on outreach.

The PM always ensures that the leap from digital activity (Research & Target phases) to human activity (Sales phase) is in alignment with your requirements, yet stays on track according to their own birds-eye view. At times, this leap into the sales phase requires a mixture of technical, analytical, experiential, industry-specific and interpersonal skills, only some of which can be measured with numbers. Because of this, along with the various outcomes and factors which relate to serving you vs. serving other clients, it can get tricky to keep balance and make the decisions that will bring the best and most-tailored outcome. Luckily, the PM will be there to guide you along and make those strategic "personal judgments" which allow these various factors to come together to make this transition into the sales phase smooth.

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8. Human Outreach (ABSD):

This step is where "Human Outreach'' is conducted by the Account-Based Sales Developers (ABSD), which you might think of as an SDR with an account-based focus. This human outreach is multi-threaded and multi-channel, which means a combination of phone calls, video calls, e-mails, LinkedIn messages, and "social selling" in order to find out exactly what's on the minds of your top prospects. Real conversations take place, and real feedback is given, thus shortening the sales cycle compared to relying on digital marketing or MQLs to indicate "interest". But beyond the various channels used to conduct this outreach, the important thing in this step is ensuring the ABSDs are well equipped with skills such as professionalism, sales technique, market & industry knowledge, local language & culture, empathy, and more. Infinityn International has a talent pool of professionals who know YOUR market, industry, and language. Find out how Infinityn's ABSD team can act as your extended arm to help generate demand.

9. Closing, Upselling, Cross-selling (ABS):

By now, your top target accounts have been warmed up and nurtured in the early stages of sales process. The fourth phase ("Challenge") begins in this step, where the deal with a particular target account comes to a close via the Account-Based Sales team. The ABS team supports the Account Executive to ensure that all loose ends have been tied up in a way that fulfills the needs of all parties involved. Beyond closing, ABS also conducts upselling and cross-selling. The goal is to ensure that the later-stage journey is taken care of, and that the client gets any services they may need to better their business.

10. Advocacy and Client Success (ABCS):

Last but not least, the fifth phase kicks in ("Advocate"). Here, the Account-Based Customer Success team (ABCS) works towards customer retention and satisfaction. The ABCS team pinpoints later-stage problems and opportunities by responding to ongoing feedback, which allows continuous improvement according to the client's needs. This last step takes processes from 'good' to 'great' and keeps your customer loyal. You'll reap the benefits of customer centricity and not only will your clients remain happy, but your organization will, too.

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Perhaps the above steps have helped you visualize how the Agile ABG framework could help you gain clients and grow your revenue.

Please do keep in mind that the above is still a simplified flowchart. Remember how we mentioned earlier that the Research (ABI) phase is not only at the beginning? That's right - there are many places where there is extra research conducted to bring more insights and structure to the data and information that is being gathered and utilized as the process goes on, all of which is not shown on this simplified chart. This is only one example, however there are many ways that your specific version of the process would vary according to your business.

The visualization of the above step-by-step process would also not be complete without a deeper dive into the "Opportunity Heatmap".

The Agile ABG framework:
from start ot finish

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"Do not go where the path may lead, go instead where there is no path and leave a trail." RALPH WALDO EMERSON

THE OPPORTUNITY HEATMAP

Complex concepts are most often easier to understand with a visual element. Because we know that bridging gaps between teams requires clear communication, we've created a way to visually represent each account that matters to you, along with their intent information and how it coincides with what activity you may already have with them in your CRM (customer relationship management) system - all with a few clicks.

This visual snapshot, designed specifically for the Agile ABG framework, is called the "Opportunity Heatmap". The heatmap contains two main graphics: the "Intent Iris" and the "CRM Opportunity Iris". These visuals are created within the early "Research" phase by the Account-Based Intelligence (ABI) team.

> **With one glance, anyone on your team will know who's interested, who's had prior contact with you, which of your solutions are familiar to your target account, how to frame the sale and thus, how to provide value in a way that mirrors their specific needs. This heatmap will prepare the ABM team to launch relevant campaigns, setting the tone for the rest of the Agile ABG process.**

Below each iris is discussed in depth, along with how the two correlate with one another:

OPPORTUNITY HEATMAP:
THE "INTENT IRIS"

The "Intent Iris" is Part 1 of the Opportunity Heatmap.

In the early "Research" phase of the Agile ABG framework, the ABI team uses tools to track intent data - that is, data that indicates what the account intends on buying. You can think of intent data as a digital footprint that can be traced to learn more about the account's interest. Although there are many types of intent data (that could definitely make for a separate article in itself, as well!), the "Intent Iris" in the Agile ABG framework will focus on the keyword type.

When the keywords relevant to your organization have been monitored by the ABI team, they need to be laid out in a way that is easily digestible to you. Instead of clicking through Excel sheets or drop-down menus on platform interfaces, the Intent Iris beautifully displays solution-specific keywords that your target account has indicated an interest for.

③ INTENT IRIS
REAL-TIME PRODUCT INTEREST

PRODUCT RELATED INTENT KEYWORD
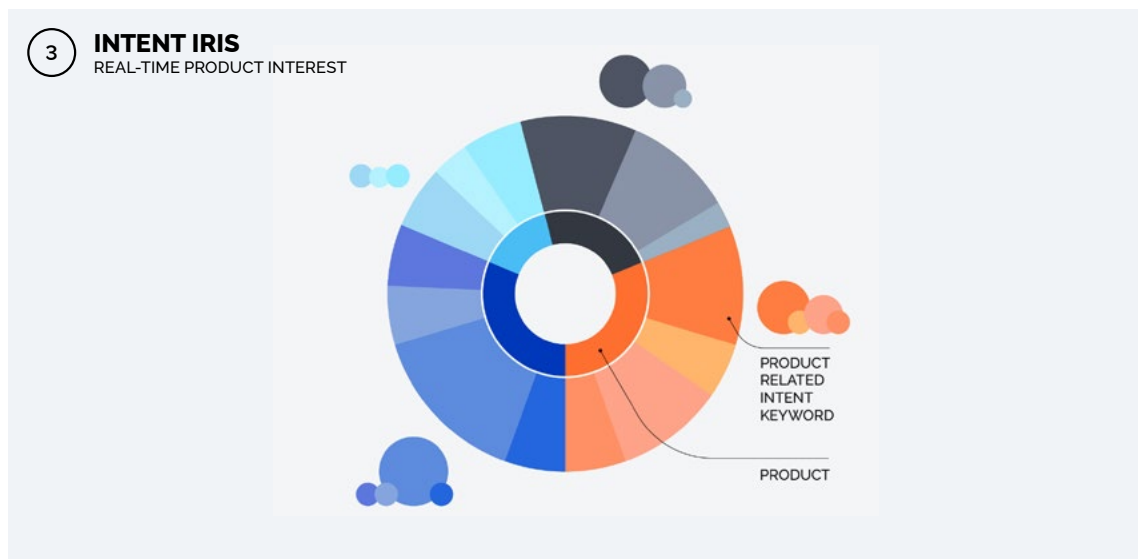
PRODUCT

Above is a representation of a blank Intent Iris. In the center, your products (and/or services) are listed. In the outermost section, the keywords from the intent tracking are given and grouped near the relevant product. For even greater clarity, colors are added to separate the information into categories so that your eye can easily travel to the part of the iris that you would like to analyze. Or, for a bird's eye view, the colors allow you to make a general statement as to which product group has the majority interest, and which product might be the strongest fit for your future campaign.

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What would an Intent Iris look like for your solutions?

Let's imagine we're in the same scenario as mentioned in the last section: you're the client, and you've hired an external agency such as Infinityn to launch Agile ABG. Perhaps your company specializes in providing software to other enterprises. Since that's quite vague, we'll need to split up your solutions into categories, such as – "Engineering", "Operations", "Construction", "Business Analytics", or whatever they may be in your case. This will be represented through the various colors on the iris (the navy, sky-blue, orange and grey colors on the example iris).

We firstly monitor the intent data relevant to your enterprise. To get the intent data, we use the ABM platform or sales tool your organization already uses, or we can bring one in for you. Through this, our ABI notes that an account – for an example, an enterprise in the pharmaceutical industry (We will just call them "Nagy Pharma Co." as an example name), which you have had your eye on as a top-tier target, indicates interest in the key-words, "analytics software" and "artificial intelligence for operations". Since these keywords match your offerings, we can add them to the intent iris and group them according to your product.

Now you've got a great overview about what Nagy Pharma Co. might be interested in – they've browsed around for analytics software and operations AI, so you'd love to swoop in and pitch them your analytics and operations solutions, or at least throw an ad at them to see if they interact. ...However, you're not ready to launch a campaign or reach out quite yet. What if you've already exposed them to your ads sometime in the recent past? What if your sales reps have already spoken to someone at Nagy Pharma? These kinds of situations can be checked in the 2nd part of the Opportunity Heatmap.

OPPORTUNITY HEATMAP:
THE "CRM IRIS"

The "CRM Iris" is Part 2 of the Opportunity Heatmap.

Once you know which accounts show intent, and which accounts line up with a need that you could satisfy for them, you'll want to know if there are any prior/current interactions with them.

While clicking around in your CRM or punching numbers into Excel could work to generate insights, the Agile ABG framework says there's a simpler way. Just as with the intent iris, the CRM Iris places all of the information in a visual format so that clearer conclusions can be drawn. With one view, you'll know which products the account is already aware of, and to what extent they are aware - or, if they've never interacted with your company at all.

4 **CRM IRIS**
CURRENT SALES ENGAGEMENTS
/ OPPORTUNITIES

PRODUCT
RELATED
OPPORTUNITIES
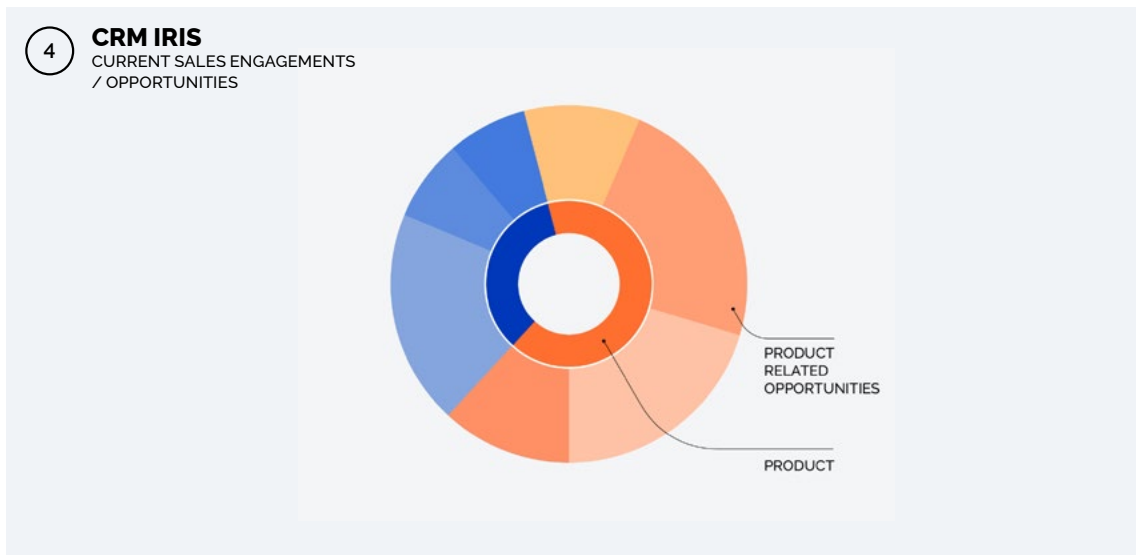
PRODUCT

Above is a blank representation of the CRM Iris for a given target account. In the central row, the product is listed. In the outermost row, the product-related opportunities are listed next to the corresponding product, and again, grouped by color.

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What would a CRM Iris look like for your solutions?

Continuing from the previous example scenario: The ABI team has generated the CRM Iris to show you which products Nagy Pharma Co. is aware of. Looking at this iris, you quickly see that there might just be a great opportunity for discussion, due to the fact that you have no current or prior engagements with Nagy Pharma. This is a simple scenario – however, one of your other target accounts, a tech company called, "PiciSoft", shows a lot of prior activity in your CRM. In both cases, you're now ready to generate the final Opportunity Heatmap by combining this CRM Iris with the previous Intent Iris to draw conclusions and decide how to make your next move to both Nagy Pharma and PiciSoft.

1 EACH COMPANY HAS UNIQUE INTEREST PROFILE
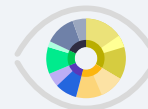
COMPANY—1

COMPANY—2   COMPANY—3   COMPANY—4

2

🏢 REAL-TIME COMPANY INTEREST

RELEVANT KEYWORDS TO BE TRACKED

3 INTENT IRIS
REAL-TIME PRODUCT INTEREST

PRODUCT RELATED INTENT KEYWORD

PRODUCT

4 CRM IRIS
CURRENT SALES ENGAGEMENTS / OPPORTUNITIES

PRODUCT RELATED OPPORTUNITIES

PRODUCT

5 OPPORTUNITY HEATMAP

DIGITAL INTENT IRIS

CRM IRIS

EXISTING SALES ENGAGEMENT REINFORCED WITH DIGITAL INTENT

SOLUTION-SPECIFIC WHITESPACE

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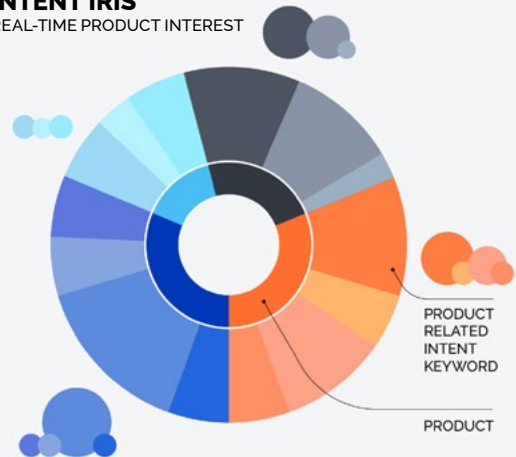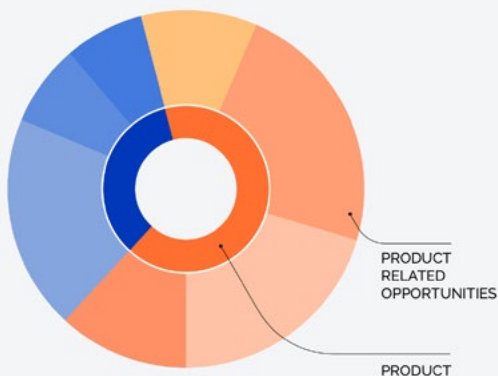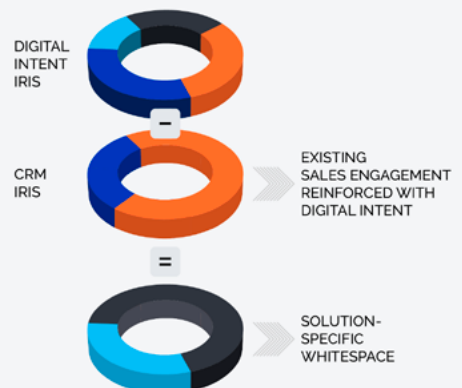
COMBINED INSIGHTS: USING THE "OPPORTUNITY HEATMAP" TO FIND WHITE SPACES

How does the Opportunity Heatmap work? The simple answer is: Just combine the irises to see which areas overlap!

Our goal is to try and find two commonalities: The account should both show interest for the product based on their intent, while also showing minimal presence in your CRM for that particular product/intent combo. If both criteria can be satisfied (as seen in the case of Nagy Pharma) — wonderful, you've got white space for that account, and you're in a great position to start a BOFU ABM campaign with them, afterwards conducting ABSD human outreach to have further conversations with them about how you can help. This kind of account will be the most valuable and urgent for you since they're in the best position to gain value from what you offer.

If the account shows intent interest, but already shows engagement in your CRM, then the Agile ABG PM will need to to decide on the best course of action according to all of the details of the past engagement. Has this account had small interactions, or interactions that took place long ago? Perhaps that could mean a BOFU or TOFU ABM campaign. Has the account already spoken with your sales reps and discussed that they're not ready yet? Perhaps that means setting the account aside for the time being. This would be the case of PiciSoft in our example scenario. Is it note a whitespace account, but instead a whitespace opportunity? The great thing about the Agile ABG framework is that your PM is always available to assess the situation case-by-case, and use their personal judgement, expertise, and knowledge in conjunction with the data the team finds, thus coming to the most optimal conclusion for each and every account.

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Each iris is not only unique to a specific account, but also specific to the point in time which the data is received. This means that you'll have insight to what the account wants now. Although the iris is not updated automatically, it takes just a few clicks to pull the new intent or CRM data for the next day to generate another iris or heatmap.

> **The iris of the eye is like a window to the soul, so it is logical that the graphical representation of the window to the soul of your accounts would be in the form of an iris, as well. All in all, the Opportunity Heatmap allows your team to look into the irises, thus into the 'soul' of the most important account in a simplified, fast, and intuitive way. Your team can easily share this heatmap with relevant members of your organization to make quick and informed decisions as to who to target next, how to create your next campaign, and in what way to reach out.**

When the Opportunity Heatmap is finalized, the rest of the Agile ABG process can continue on the solid foundation you've set.
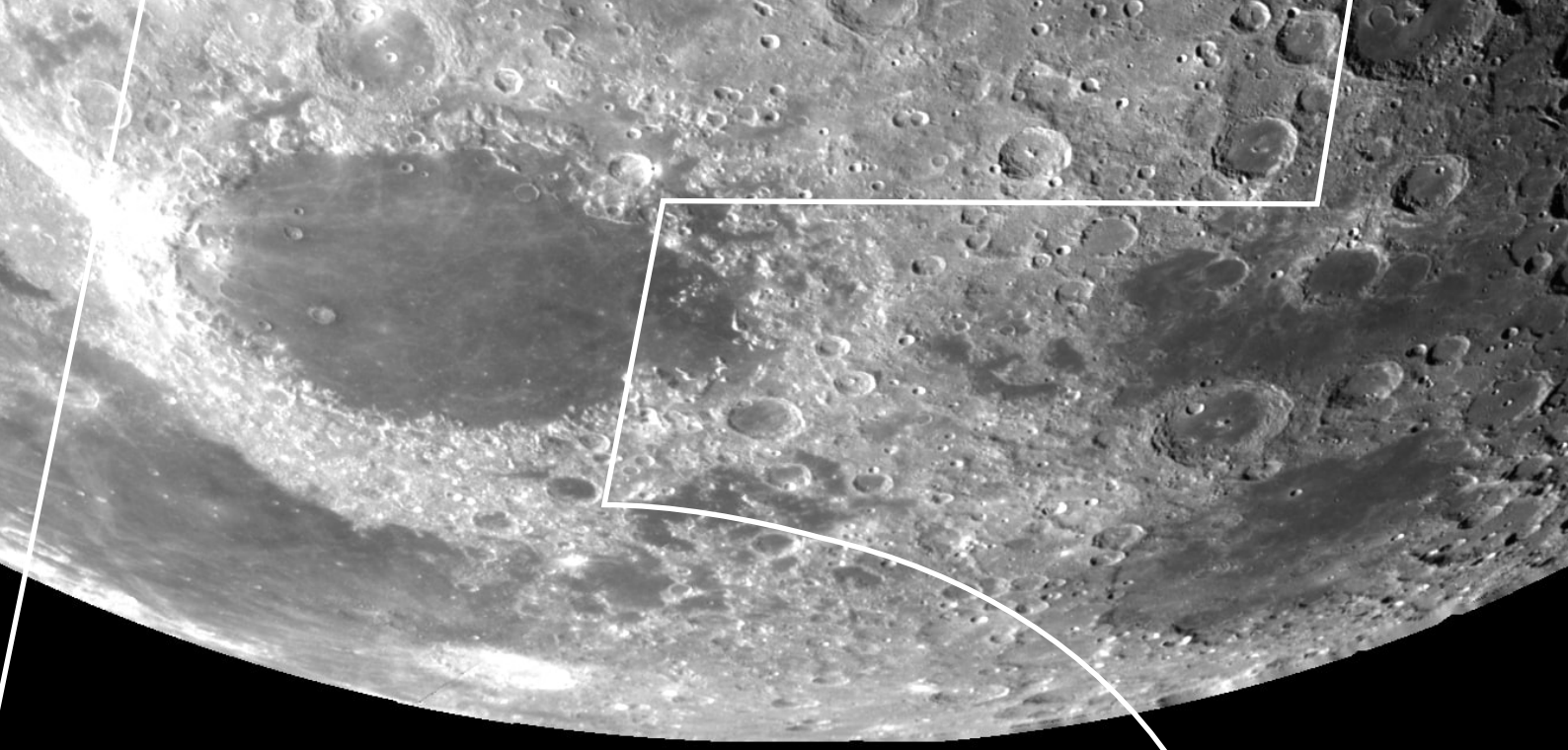
> **"The secret of success lies not in doing your own work, but in recognizing the right man to do it."** ANDREW CARNEGIE

BRINGING HOME THE BACON:
HOW TO IMPLEMENT AGILE ABG INTO YOUR ORGANIZATION

We now know the Agile ABG framework in depth, including: all of its 5 components, the agility behind the process, all of the individual steps, and what kind of positive transformation occurs when the framework is put in place. You're convinced that Agile ABG is the missing piece to your revenue puzzle. Great! ...But what next?

Here are the two main ways to make Agile ABG a part of your revenue model:

01

Restructure internally to accommo-date the Agile ABG framework with the help of your existing teams

02

Hire an external, extended, outsourced team who specializes in Agile ABG to complement your existing structure

Although we're biased towards the second option (in case you didn't know, Infinityn International specializes in providing Agile Account-Based Growth services), we have to also admit that the first option is absolutely possible – and a great idea, as well – either on your own, or with the help of an Agile ABG consultation. This framework will likely become the industry standard, seeing the gaps that are present in current B2B strategy, and we're proud to see it being implemented by large enterprises globally. Therefore, we'd have to admit – no matter how you get Agile ABG into your organization, it's going to be a win.

In any case, it's best to know the pros and cons of each, so that you can decide how to best implement Agile ABG in the way that works for you. Let's start with the "bad":

Cons of launching Agile ABG via your internal team:

01 ✕

You'll need to prepare your team for change and train them on Agile ABG practices, which requires more time and resources compared to outsourcing. Perhaps you'll even need to hire specifically for this.

02 ✕

The expertise in Agile ABG will come over time, not immediately, since it will be your first time implementing the framework.

03 ✕

There is a higher likelihood that the framework is somewhat more costly compared to outsourcing, due to the fact that the strategy will take longer to get right when first launched.

Cons of choosing an outsourced Agile ABG team:

01 ✕

You'll need to choose the outsourced team(s) carefully, so that you do not risk your business' reputation. We recommend choosing an agency that specializes in Agile Account-Based Growth.

02 ✕

If in-person gatherings are your thing, you might not get a chance to mingle with your extended team face-to-face (Although if you're a fan of business trips, this might actually be a 'pro'). This might allow misalignment in company culture.

03 ✕

Leadership of your organization will need to be good at delegating. The core of the work will be in the hands of the outsourced team, and therefore management must be at ease with shifting control to a team of specialists rather than taking on the project themselves. This is where communication is crucial, especially with the Project Manager of the Agile ABG pod.

Now that the bad stuff is out of the way, what are some of the benefits of both?

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Pros of launching Agile ABG via your internal team:

01 ✓

Your in-house teams will gain first-hand, direct knowledge of the next gener- ation of account-based practices

02 ✓

You'll upgrade from ABM (or even lead- based!) strategies, therefore future-proofing your business

03 ✓

You'll have 110% control over each and every aspect of the framework, and will not need to worry about external meetings in order to implement Agile ABG

Pros of choosing an outsourced Agile ABG team:

01 ✓

Your in-house teams will gain first-hand knowl- edge of the next generation of account-based practices through interactions and exam- ples set by the Agile ABG pod that is hired

02 ✓

You'll upgrade from ABM (or even lead- based!) strategies, therefore future-proofing your business

03 ✓

Your current teams can continue focusing on what they do best, while your outsourced Agile ABG pod will cover the new practices implemented to generate extra revenue

04 ✓

Agile ABG expertise arrives immediately to your organization. When you outsource, you get a team of ready-to-go experts who know exactly what they're doing, straight away.

05 ✓

There is a greater likelihood for cost- effectiveness since the expert pod will know how to generate revenue immediately using the framework.

06 ✓

There is a greater control over operational costs and planning

07 ✓

The outsourced team can be custom assembled. If there is a particular market, niche, region, etc you're looking to go after, outsourcing your Agile ABG pod can be a fast and effective way to bring in an expert in exactly that area.

08 ✓

You'll have access to top-of-the-line experts in ABM, sales, demand generation, and all things B2B

Bringing home the bacon:
How to implement Agile ABG into your organization

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OUTSOURCING DONE RIGHT: INFINITYN INTERNATIONAL'S AGILE ACCOUNT-BASED GROWTH PODS

If you've gotten this far, there's a decent chance you are considering outsourcing your Agile Account-Based Growth projects to a specialized team of niche experts. Where to find such a team? Let us tell you a bit about what we do here at Infinityn International, and how our range of experts might be a fit for your revenue growth and demand generation needs.

GROWTH PROCESS OUTSOURCING

Firstly, we'd like to briefly introduce you to the concept of Growth Process Outsourcing. Growth Process Outsourcing (or GPO) is a concept similar to Business Process Outsourcing (BPO), but geared specifically towards growth and revenue-generating business activities.

While the article provides greater depth to the topic, we'd like to pull a few key points and differences:

BPO is often thought of as a cost-saving activity. However, GPO not only saves cost, but generates additional revenue. The focus is centered on what you gain rather than what you lose.	BPO is often associated with Information Technology, Telemarketing, or Call-Centers, while GPO provides highly-skilled services in marketing, sales, customer success, Agile Account-Based Growth, research, etc.	BPO is known to be a team of asymmetric quality, however GPO aligns with your organization's skill, professionalism, knowledge and experience.
BPO activities might not seep back into the organization itself, and the outsourced team might live completely parallel to your business. On the other hand, GPO teams can transfer valuable knowledge to the core teams, thus providing greater value to the business.	BPO is known to have a more traditional methodology, while GPO promotes 'agile' concepts	BPO can consist of enormous teams doing monotonous work, while GPO teams are usually small pods, which are more flexible and adaptive to ever-changing demands and situations

ABG OUTSOURCED IS GPO

For enterprises looking to implement account-based growth, using an external consultancy or service provider is a viable approach. By its nature, ABG has a consultative side with "fixing broken parts" in sales and marketing and as such, it's often better done by an "outside eye" that is void of any blind spots.

In addition, an external provider will likely have more experience implementing an Agile ABG program, which saves time and resources. Lack of resources is a third reason companies outsource; internal sales and marketing resources are often tied up in existing campaigns and initiatives and it can be nearly impossible to find the time, focus and dedication for an ABG sprint internally.

The framework for cooperation in providing Agile ABG services (and subsequently using ABG services) is Growth-Process Outsourcing. The way companies have been using GPO is doing agile, small-scale pilot projects that are limited to specific geographies or products or other segments of growth activities.

Infinityn International proudly offers GPO Services. Our GPO Services specifically are all under the Agile Account-Based Growth framework umbrella, and these services are commonly provided through an extended team called a 'pod'.

WHAT IS AN 'AGILE POD'?

If the words 'pod' or even 'Agile Pod' sounds familiar to you, then you're already on the right track. Infinityn International has taken the existing concept of an Agile Pod and has added an Account-Based twist. So what is an 'Agile Pod' according to other knowledgeable professionals?

In the words of Agile Connection:

"Agile pods are small custom agile teams, ranging from four to eight members, responsible for a single task, requirement, or part of the backlog. This organizational system is a step toward realizing the maximum potential of agile teams by involving members of different expertise and specialization, giving complete ownership and freedom, and expecting the best quality output."

Globant states:

"A POD is a team with diverse capabilities that work in collaboration to achieve the needs of the client. Is a self-organized, collaborative, and autonomous team, focus on meeting strategic, creative, and production goals."

Atlassian adds:

'...There's a lot of mixing and matching. It allows for a ton of flexibility and is actually less messy in practice than it sounds on paper. "You can dial the urgency up or down so quickly with pods," Nirali says. "The team is already established and knows what they're doing, so they can be all systems go on a moment's notice." '

Now that we know how an agile pod works, let's discuss the Agile Account-Based Growth pod, and how the agile pod is modified to fit the growing demands of B2B enterprises in the context of sales, marketing, and overall business growth.

THE AGILE ABG POD

Our Agile Account-Based Growth Pods are tailored to fit each client's specific goals. For that reason, the pod will vary from client-to-client, and project-to-project. However, we could say that in general, each of our Agile ABG pods consists of:

01

A Project Manager who oversees all strategic decisions and acts as the central point of contact with the client

02

One or more team members per Agile ABG phase (this means, at least one ABI, at least one ABM Specialist, usually 2 ABSDs, an Account Executive, etc.) to ensure that every step of the Agile ABG journey is on track and performing at its peak.

03

Supporting members who step in when necessary - for example, technical support, HR support, Sales Operations, etc.

Here's what you'll get when partnering with one of our pods:

- ✓ An immediate dedicated team
- ✓ Professionals who know your company and your market
- ✓ Expert Knowledge in Tech, GDPR, and more
- ✓ Whitelabeled support
- ✓ Agility and adaptiveness
- ✓ A cost-saving revenue generator
- ✓ A central methodology and human touch powering each step
- ✓ Continued learning & up-to-date knowledge (via our Infinityn Academy)

✓ An immediate dedicated team:

Looking to settle with another marketing or sales agency? Think again... Other companies typically don't dedicate specific team members to a specific company or project when outsourcing.

When collaborating with an Agile ABG Pod from Infinityn International, expect immediate, real time access to corporate-compatible resources specifically tailored to you and dedicated to you.

Infinityn provides you with a dedicated pod from Day 1. Each member of the pod will be committed to your organization and will act as one of your own. The pod will be carefully crafted from our pool of international talent, and will be screened in order to ensure that every member has the skills, expertise, learning potential, motivation, and knowledge necessary to succeed in reaching your business goals. Beyond the individual characteristics of each member, we also form our pods cross functionally so that each area of the Agile ABG framework is covered, and a variety of complementary backgrounds and personalities are included.

Once the pod is assembled, they're "yours" ...from project start 'til finish! From Monday until Friday, your Agile ABG pod will be working hard to ensure your goals are reached and KPIs are hit. As we all know how quickly the world can change, it's important to have a team you can trust - outsourced teams included. Having a dedicated team means a long-term partnership that can adapt to business changes and transformations, such as acquisitions, new product launches, team restructuring/hiring, regional changes, or any other shifts.

Of course, a team wouldn't be very effective without resources such as technical equipment, training, and organizational support. Luckily, Infinityn International ensures that each ABG Pod receives all tools and resources necessary to lead your enterprise to success. We pride ourselves in ensuring that all of our employees have access to benefits that keep them healthy, fit, up-to-date, confident, and ready to tackle any challenge. All in all, your Agile ABG pod will be set up and ready-to-go, regardless of your needs, to fit directly into your enterprise to generate revenue immediately.

If you're looking for a team who can leverage tech and processes with an expert professional touch, the Agile ABG pod from Infinityn International is your answer. We talk the talk so you can walk the walk.

Each member of your tailored Agile Account-Based Growth Pod will be hand-picked to fit your needs. The talent pool we select from are international professionals from every corner of the globe — from Sudan, Canada, Kazakhstan, Venezuela, China, Sri Lanka, Brazil, Italy, Ghana, Iran, all the way to Hungary and beyond! Whatever your market, culture or language, we've got you covered.

We know that language doesn't just mean 'Spanish', 'Swahili' or 'Chinese'. Language also represents a style, a class, a reputation, a community, and a niche. That's why we ensure each professional who joins our team has the industry knowledge, experience, business acumen and learning potential needed to excel in your particular enterprise environment. Our goal is to represent your brand and identity without any inconsistencies or interruptions. We speak the language of your clients and prospects, using the tone, professionalism, humor, industry terminology and phrases that generate trust, credibility, and interest. We train rigorously in order to learn the ins and outs of your company culture, so that we convey your corporate spirit in each and every interaction, whether that be on social media, on a video call, or anything in between.

Our Growth experts come from various business backgrounds, often with a mixture of international relations, marketing, finance, engineering, science, communications, and much more. While all of our talents have earned a Bachelor's at minimum, most have continued on to complete higher degrees or earn other certificates, for example in sales, ABM, and more. Training from the Infinityn Academy further equips the team with skills such as professionalism, sales technique, market & industry knowledge, empathy, and more. With this kind of continual-learning mindset, you can count on your Agile ABG pod to always be on top of the latest techniques and strategies needed to succeed in tomorrow's enterprise world and help get you the clients you deserve.

✓ Expert Knowledge in Tech, GDPR, and more:

While it's true that Infinityn is not an IT company, we nonetheless embrace technology fully. In today's world, becoming 'tech savvy' means not only expertise in the latest tools, platforms, and innovations, but also the laws and restrictions around it. Infinityn equips all their employees with the newest technologies and training needed to be safe, secure, and up-to-date with current regulations. We are proud to share our knowledge and expertise with you, so that you are compliant and protected every step of the way on your Agile Account-Based Growth journey.

✓ Whitelabeled support:

When it comes to building trust throughout the buyer journey, it is difficult to build trust at first. Therefore, when we start a new business relationship with a particular company, and we float further and further down the funnel, we build trust, gain experience of their processes, company culture, consequently, we create a bond and we want to keep working with that particular company. If we were passed over to a different company midway through your project, we would interrupt the brand experience and user-friendliness of the journey.

When Infinityn takes on clients and offers Agile ABG services, all matters are conducted under the client name. Our aim is to ensure a smooth and trustworthy experience for all of your prospects and future clients, and we are glad to take on your brand guidelines when conducting our outreach.

Instead of thinking of the Agile ABG pod as a replacement, think of the pod as an addition to what already exists. We complement your organization and seamlessly pass over opportunities for you to serve.

Technology changes fast. Trends change fast. Demands change fast. And therefore, your business needs to adapt fast when shifts occur.

The Agile ABG pod is a small team which is adaptive to fluctuations of your business. At Infinityn, we believe that learning never stops, and therefore we regularly update training materials, business processes, and methods to ensure we always deliver the best functions, tactics and expertise for tomorrow's challenges.

An Agile Account-Based Growth pod can be integrated seamlessly into your business within any time period. While that may sound too good to be true, we are proud to share that our talent pool awaits you, and we have professionals of any culture, language, and background to fit your needs. These professionals are trained through our in-house Infinityn Academy (more about that below!) and hired into Infinityn International, where they get daily exposure and hands-on practice with sales technique, content writing, social selling, communication, and more from real-world experience helping large enterprises. Through this, they are familiar with necessary tools, platforms, integrations, etiquette, and everything else needed to assemble an effective Agile ABG pod.

Perhaps, you've got a six-month project in mind, and you're needing a temporary solution to get you through to the finish line. Or, perhaps you're trying to reach your 5- or 10-year business goal, and feel that an extended arm to your current team would build your portfolio faster. Whether it be short-term or long-term, we smooth bumps in the road and help you achieve anything. How about a huge launch that's coming up — for that you'll need fulltime powerhouse growth support. We've got you covered, and we can be fully integrated into your project. How about a pod of part-time support to get you over a rough patch alongside your main activities? This is also completely doable. With the Agile ABG pod, we're agile in how we can help.

✓ A **cost-saving revenue generator:**

Although cost-saving is not the main reason for opting for GPO (see the "Growth Process Outsourcing" section above for more on why that is), Agile ABG does have a nice side-effect of saving you money when acquiring an expert revenue-generating team.

When appoint Infinityn's pod for your growth needs, you'll be able to put the 'agile' in Agile ABG by swiftly taking on business plans that will bring you opportunity, all at the speed that you have envisaged launching them.. This agility, speed, flexibility and opportunity for experimentation are all possible due to Infinityn's ready-to-go business model, providing you a world-class team immediately. No money is lost when you have our Agile ABG pod to generate revenue for you as soon as we step in, and your in-house headcount remains stable in order to keep your numbers competitive.

For a competitive price and high cost-value ratio, you'll get the chance to experiment with new processes and concepts that would otherwise cause headaches when building in-house. Our pods can be tailored to your business needs, allowing you to budget accordingly, however, we never compromise on our quality, dedication to uphold your reputation, values, and overall brand image.

The Agile ABG framework and our Agile ABG pods are based on a mixture of three aspects: talented professionals (the "human touch"), cutting-edge technology, and proven processes.

The technologies we use save us time, hassle, and allow us to gain the widest scope of insights. The processes we adhere to are based on neuro-science and leverage research-based practices that are proven to support highly effective communication and trust-building. However, it is the human aspect that is especially irreplaceable.

The "human touch" is what makes our outreach especially memorable, our campaigns cutting-edge, and our decisions thoughtful. Through genuine conversation conducted by passionate professionals, we're able to not only shorten the sales cycle and increase relevance for clients, but also bridge gaps from functions previously treated as silos. Beyond business buzzwords, it allows us to truly care, serve, and grow. Above all, this is what allows us at Infinityn International to provide exceptional service to our clients.

The human touch of Agile ABG happens throughout the cycle, but especially in these 3 areas:

1. The stages involving data (research, intelligence) — Infinityn's Account-Based Intelligence specialists are equipped with knowledge and experience in the tools, technologies, platforms and analytical skills needed to dig through data and draw conclusions. But that's just the tip of the iceberg. Our experienced ABI team has empathy, critical thinking, an understanding of sales dynamics and a collaborative mindset, all of which create balance and care to any task we tackle. This combination gives our intelligence team a unique cutting-edge.

2. The areas of the journey involving contextualization — which means in the Agile in the Agile ABG framework does not blindly follow robotic steps such as: Scrape and extract data, Automate the analysis, Spit out some lists, Redo the lists solely according to numbers, keywords and clicks. While we do indeed leverage technology for more efficient and precise outcomes, we focus on putting the human touch when crafting your business story to perfectly fit the buyer journey of your ideal target accounts. This is supported by the Project Manager who is the friendly face in front of each Agile ABG pod and ensures an expert human opinion to complement any analytical decision.

3. All areas of outbound outreach — Probably the most obvious area of the 'human touch' are the areas where the Infinityn team is face-to-face with prospects and clients. Throughout the entire outbound communication process, your dedicated Agile ABG pod will be there to bridge silos, fill gaps, and build real business relationships. Our team loves to ignite passion, interest, and personality in your prospects to create memorable experiences and increased pipeline.

> ✓ **Continued learning & up-to-date knowledge (via our Infinityn Academy)**

Technology changes FAST… but why do sales and marketing remain the same?

Infinityn International has created the "Infinityn Academy" to fight stagnation and ensure that each employee has ongoing access to knowledge, tools and learning materials needed to stay sharp in the B2B demand generation sphere for today, tomorrow and beyond. Here are a few ways that the Infinityn Academy supports your Agile ABG pod.

The Infinityn Academy…

01

Provides trainings to ensure brand consistency. We learn how to speak the same language and use the same phrases as your internal employees

02

Identifies each individual's "mojo" and personal confidence. We help each teammate shape and sharpen their intrapersonal skills, find strengths and magnify positive traits to become the best versions of themselves so that confidence shines through to your prospects

03

Finds a balance between automation and the human touch. This means a mixture of technical and industry trainings, as well as sessions in personal development in order to have a balance between learning the technical tools and learning the personal skills needed for success.

04

Supports young individuals with high potential with our academy motto, "A sales job is the best first job". The academy allows senior professionals to help and mentor fresh talents to develop them into the next growth rockstars.

05

Provides ongoing support throughout the entire career journey in addition to entry-level training. We could say that one never truly graduates from the academy due to the fact that there is always a stable source of information, even for those who are senior professionals at Infinityn.

06

Eases the transition for any new employees joining the team (as well as any existing employees who aim to transition to a new career path). New hires meet the team, build a sense of community and learn about their role.

07

Instills the Command of the Message. "Command of the Message" is a method from Force Management which allows each individual on your team to be "audible-ready to define your solutions to customer problems in a way that differentiates you from your competitors and allows you to charge a premium for your products and services." Our Infinityn Academy utilizes Command of the Message for trainings which ensure every member of the team can present the client vision just as perfectly as the 'true' employees of the client company. We evaluate each Infinityn team member's client message to ensure it meets our quality standards. We wrap up the training with a 2-3 hour long exam which is analyzed so that feedback can be given to improve in certain areas and perfect their art before they go 'live' on the job.

08

Is designed in collaboration with a combination of HR and subject-matter experts

09

Trains not only on sales, marketing, customer success, etc, but also on areas such as GDPR, technologies, and many other complimentary areas that go beyond the typical agency model.

"Without continual growth and progress, such words as improvement, achievement, and success have no meaning." BENJAMIN FRANKLIN

WHAT CAN THE AGILE ACCOUNT-BASED GROWTH FRAMEWORK DO FOR YOU?

You've gone on quite the journey reading through this with us, and we appreciate your time learning about Agile ABG. However, you might just be looking for the TLDR version. No shame, here it is!

With Agile ABG, you'll...

»»

Fill gaps that are present in ABM, because even ABM has its limitations.

»»

Create a bridge between marketing and sales teams (and customer success!), not only to work towards the same KPIs, but also towards the same standards of quality, experience and personalization.

»»

Rest assured that one holistic team will be handling each component of the overall process, therefore there will not be lost communication or time while passing tasks to the different functions.

»»

Uncover which accounts are in-market, and which are still in the 'invisible funnel'.

»»

Create a truly customer-centric, account-based go-to market strategy at every stage of the buyer journey - from brand awareness, to converting, closing and advocating.

»»

Transforming your organization from lead based to account based.

These benefits will be brought to your enterprise whether you structure Agile ABG into your current teams, or you hire an external team to implement the framework. However, we do hope that you'll consider Infinityn International as your choice of Agile ABG experts — our pods are ready to integrate with your solutions!

55 What can the Agile Account-Based Growth framework do for you?

INFINITYN INTERNATIONAL

ARE YOU READY FOR AGILE ABG?

Old B2B strategies are no longer cutting it, and the time for change is here.

Agile ABG is a framework that ensures your demand generation processes match the needs of your market as the future unfolds. Future-proofing your revenue model is essential for survival in this ever-changing industry, and we hope we've been able to present the benefits of Agile ABG as the up-and-coming strategy of tomorrow's enterprise world.

In this article, we've nailed down which kinds of companies fit best with the Agile ABG framework, as well as all of the various options and highlights of implementing Agile ABG into your organization, but ultimately, it's up to you to make the leap of faith. We know that the hardest part of business is often not merely finding out what needs to be done, but actually doing it.

After giving it some thought, you might find that you're still at a crossroad when figuring out what your next move is. If that's the case, we'd be glad to take a moment to discuss your needs with you and find what's right for your enterprise.

We're grateful that you spent a moment with us to learn about B2B's next big strategy. If you have any thoughts, feedback, or questions about Agile ABG, we'd be thrilled to hear it!

Aside from that, we wish you best of luck with this next generation of "Account-Based" and all of the exciting challenges that come along with it.

To Infinity(n) and Beyond!

What can the Agile Account-Based Growth framework do for you?

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