

ABM Readiness Evaluation

ABM requires a strong foundation to be effective. Use this evaluation to assess whether your company is ready to implement an ABM strategy successfully.

Instructions

1. Identify your target market (Enterprise or SMB/Mid-Market) and check off the relevant considerations for your category.
2. Tally your total score based on how many considerations you meet.
3. Use the scorecard to determine your ABM readiness level and next steps.
4. If you're ABM-ready, check out our [Vendor Evaluation Scorecard](#) to find the right platform for your needs.

Target Market Fit

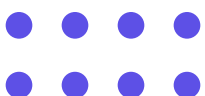
Select the account type you primarily targeting:

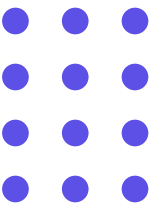
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Enterprise Accounts

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SMB and Mid-Market Accounts





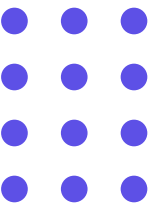
Your ABM approach will vary depending on your ICP. Enterprise ABM strategies tend to be highly personalized with multi-touch engagements, whereas SMB and mid-market ABM requires scalable tactics with automation.

Enterprise ABM Focus:	SMB and Mid-Market ABM Focus:
Highly personalized 1:1 and 1:few ABM	Scalable, automated, 1:many ABM
Executive-level engagement	Shorter sales cycles with quicker decision-making
Longer sales cycles require deeper nurtures	Broad segmentation with targeted personalization
High-touch, omnichannel engagement	Digital-driven campaigns

Website Conversion Capabilities

Your website is a crucial entry point for engaged prospects. Do you have the right mechanisms in place to convert visitors into pipeline? Check all that apply.

Enterprise Considerations:	SMB and Mid-Market Considerations:
<input type="checkbox"/> Dedicated landing pages for key accounts	<input type="checkbox"/> Prioritization of inbound traffic based on engagement signals
<input type="checkbox"/> Account-based web personalization	<input type="checkbox"/> Lead scoring or firmographic data to filter high-value accounts
<input type="checkbox"/> Dedicated SDR/BDR follow-up workflows for engaged visitors	<input type="checkbox"/> Simple automation to route leads to the right sales rep



Outbound Sales Sophistication

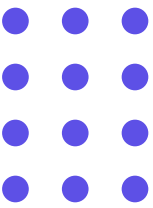
ABM requires coordinated sales and marketing outreach. Do you have a structured outbound strategy tailored to target accounts? Check all that apply.

Enterprise Considerations:	SMB and Mid-Market Considerations:
<input type="checkbox"/> High-touch, relationship-driven outreach	<input type="checkbox"/> Automated email sequences for scalable outreach
<input type="checkbox"/> Dedicated SDRs/BDRs for ABM accounts	<input type="checkbox"/> Broad targeting with efficient follow-up workflows
<input type="checkbox"/> Omnichannel engagement with multiple stakeholders	<input type="checkbox"/> SDR-driven engagement with digital nurture support
<input type="checkbox"/> 1:1 and 1:few personalization	<input type="checkbox"/> 1:many and 1:few personalization

CRM and Tech Stack Readiness

A well-integrated CRM is the backbone of ABM, ensuring marketing and sales work from a unified view of target accounts. Check all that apply.

Enterprise Considerations:	SMB and Mid-Market Considerations:
<input type="checkbox"/> A CRM like Salesforce or HubSpot	<input type="checkbox"/> A CRM like Salesforce or HubSpot
<input type="checkbox"/> Bi-directional CRM sync with sales automation tools to streamline engagement	<input type="checkbox"/> Automated lead routing and scoring for efficient follow-up
<input type="checkbox"/> Defined sales outreach process for named accounts	<input type="checkbox"/> Simple automation for sales outreach



Cross-Team Alignment

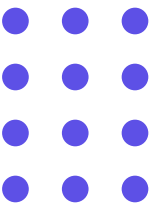
ABM requires tight alignment between sales and marketing to drive engagement with high-value accounts. Check all that apply.

Enterprise Considerations:	SMB and Mid-Market Considerations:
<input type="checkbox"/> Clearly defined SLAs between sales and marketing	<input type="checkbox"/> Defined collaboration process between sales and marketing
<input type="checkbox"/> Dedicated ABM stakeholders or owners responsible for execution	<input type="checkbox"/> Aligned messaging and outreach strategies across channels
<input type="checkbox"/> Regular cross-functional meetings to refine strategy	<input type="checkbox"/> Ongoing feedback loops to improve targeting and engagement

Content and Messaging Strategy

Your content strategy should align with your target accounts, delivering relevant messaging at every stage of the journey. Check all that apply.




Enterprise Considerations:	SMB and Mid-Market Considerations:
<input type="checkbox"/> Account-specific case studies and success stories	<input type="checkbox"/> Scalable industry-based content with broad relevance
<input type="checkbox"/> Executive-focused messaging to engage decision-makers	<input type="checkbox"/> ROI-driven messaging that speaks to business impact
<input type="checkbox"/> Thought leadership content tailored to industry pain points	<input type="checkbox"/> Simple, actionable insights that resonate with decision-makers
<input type="checkbox"/> Multi-format content (webinars, reports, whitepapers)	<input type="checkbox"/> Digital-friendly formats (videos, blogs, guides)






Final Scorecard


Tally the total number of checks you have within each of the categories.
Then compare your total score to the groupings below.

Enterprise Considerations:

-  16 - 21: You're ABM-ready and can start executing advanced strategies
-  10 - 15: You have a strong foundation but need to refine key areas
-  0 - 9: ABM may not be the right fit yet—consider strengthening your strategy before moving forward

SMB and Mid-Market Considerations:

-  16 - 21: You're ready for scalable ABM strategies
-  10 - 15: You have a foundation by need improvements
-  0 - 9: Focus on core marketing and sales alignment first

If you scored  (green) and are ready to evaluate ABM platforms, check out our [Vendor Evaluation Scorecard](#) to find the right criteria and solution for your needs.