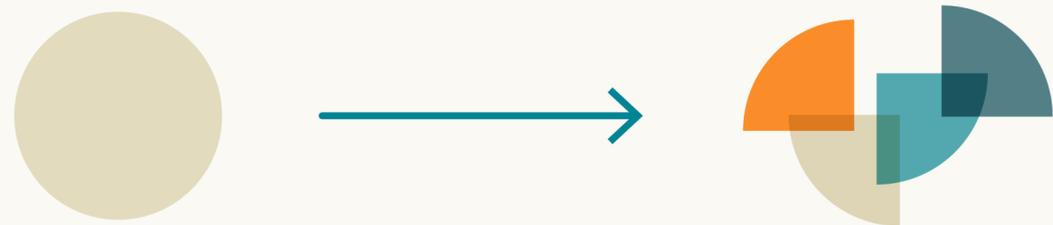


ABM Accelerator Workshop: Fast-Track Growth and Impact

Diagnose ABM challenges, sharpen your strategy, and unlock scalable results

Many ABM programs stall due to gaps in strategy, execution, expectations, and commitment – limiting growth, sales alignment, and market impact. Momentum ITSMA's ABM Accelerator Workshop helps you benchmark your program, prioritize what's holding it back, and begin to build a roadmap for long-term success.



53% of marketers say their programs struggle to align with customer-facing teams, limiting conversion and revenue impact

This tailored, expert-led workshop will give you the clarity and foundation to accelerate performance and scale impact.

First, leveraging The Momentum ITSMA ABM Adoption Benchmark, we'll conduct a rapid online ABM maturity assessment to uncover your current state, – both strengths and areas of improvement against 20+ best-in-class success factors.

Then, focusing on the top five areas, we'll use insights from over 150 benchmarked ABM programs and over a decade of consulting expertise to guide you through proven strategies to strengthen your approach and drive meaningful impact for your organization.

You and your team will walk away with:

- A clear view of where your ABM program performs well – and where it needs improvement
- A practical, step-by-step roadmap to evolve your ABM strategy focusing on your five critical elements to drive impact
- Expert guidance and best-practice recommendations for scaling ABM with confidence and driving measurable business impact and ROI

Let's accelerate your ABM success.
[Contact us](#) today to book your tailored half-day workshop.