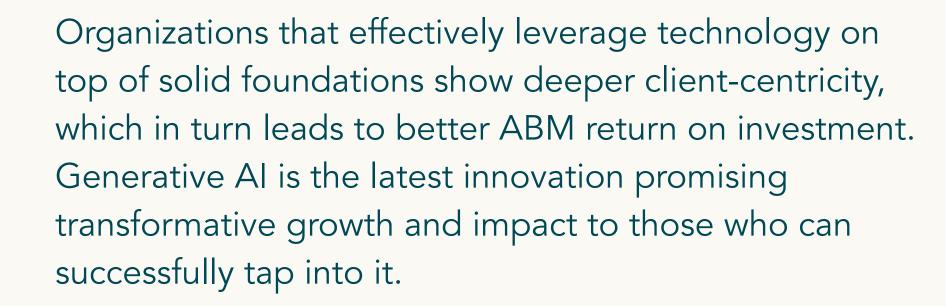
## momentum<sup>®</sup> itsma

## Workshop: Generative AI for ABM

Learn how to unlock ABM performance with generative Al



62%

of organizations with deep technology expertise are "extremely account-centric" vs 29% of all others

64%

of those "extremely account-centric" organizations see higher ROI from ABM

The Momentum ITSMA Gen Al Lab is a focused, up to half-day interactive session that helps your team explore the most valuable generative Al applications across your ABM program.

Using Momentum ITSMA's proven and proprietary 7-Step Account Development Process, we'll help you identify opportunities and demonstrate the specific steps that you need to take to leverage Al along the process, accelerating the development of inputs you need to execute your ABM program. This will empower you, improving efficiency, impact, and building the confidence to deploy appropriate generative Al tools at scale.

## You and your team will walk away with:

- A clear understanding of how generative AI can enhance your current ABM efforts
- Practical insights on where generative Al will drive the most value
- A foundational roadmap to begin scaling generative Al across use cases

 Best practices and guardrails to ensure trust, governance, and responsible Al use

Book your up to half-day interactive session today.

Ahead of the generative AI game? Enquire about our advanced Gen AI Development Incubator to workshop three core use cases: account insight, value proposition development, and buyer journey orchestration.