

## Workshop: Generative AI for ABM

Learn how to unlock ABM performance with generative AI



Organizations that effectively leverage technology on top of solid foundations show deeper client-centricity, which in turn leads to better ABM return on investment. Generative AI is the latest innovation promising transformative growth and impact to those who can successfully tap into it.

**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 AI Lab is a focused, up to half-day interactive session that helps your team explore the most valuable generative AI 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 AI 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 AI 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 AI will drive the most value
- A foundational roadmap to begin scaling generative AI across use cases
- Best practices and guardrails to ensure trust, governance, and responsible AI 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.