



momentum<sup>®</sup>  
itsma

# Make the case to level up your career and organization in Account Based Marketing

Guarantee Your Employer's Support to Earn Your Momentum ITSMA ABM Certification

abm   
ACCOUNT-BASED MARKETING

# Share the Benefits of Becoming Momentum ITSMA ABM Certified



The Momentum ITSMA programs and credentials are based on industry leading expertise for more than a decade, training thousands of marketers who have gone on to implement award-winning ABM programs. The ABM Certification program is based on leading industry research that has identified the key process, frameworks, and practice capabilities of ABM, adopted and utilized by the highest-performing organizations in the world.

The Momentum ITSMA Certification curriculum provides a learner experience that results in an actionable framework for the marketing professional that can be implemented immediately into their organization. The program provides a unique opportunity to learn from top ABM experts, explore real-world case studies, actively participate in group work and discussions, and network with marketers facing similar ABM challenges.

# How to demonstrate the value of an ABM Certification to your employer

## 1) Consider your organization's needs.

As a Momentum ITSMA Certified ABMer, you will be prepared to align your marketing strategy with the goals of the business. Consider your organization's current challenges, and write a list of 3-5 issues your organization is facing that an advance ABM approach can forward. Describe how these issues could be addressed by the ABM learning topics, which include;



- Understand the value and impact of ABM, including the three distinct types of ABM (One-to-One; One-to-Few; and One-to-Many)
- Identify priority accounts for ABM
- Develop new insights into accounts
- Design targeted, differentiated propositions
- Craft marketing messages and campaigns that resonate
- Create and sustain deep, long-term relationships with executives
- Build client loyalty and intimacy
- Measure your impact in terms of reputation, relationships, and revenue in each account

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> How to demonstrate the value of an ABM Certification to your employer

2) Show how the Momentum ITSMA ABM Certification can help build your career.

Discuss your individual career goals and how they align with the department goals. Focus on the skills you are trying to build and how they will contribute to your department and your organization with direct alignment on how the Momentum ITSMA Certification achieves both objectives.

3) Call attention to the value of the certification.

The Momentum ITSMA program is designed to make efficient use of your valuable time by real world practice and is structured to deliver immediate value with a ready to implement ABM plan at the end of the certification with direct mentorship from an industry expert.

You may use all or part of this letter to steward gaining your organization's support for enrolling in the Momentum ITSMA Certification Program. Please feel free to download this letter as a Microsoft Word document [here](#).

Dear [INSERT NAME],

I am asking for your support for becoming a Momentum ITSMA ABM Certified Professional.

The Momentum ITSMA ABM Certification program is based on a body of knowledge developed through industry-leading research into high-performing marketing departments. It teaches marketing professionals how to apply proven Account Based Marketing Frameworks and strategies that maximise the effectiveness of all forms of account based marketing, will enable us to codify our approach to best-practice standards and provide the knowledge of how to evolve from a pilot stage to scale our program.

The Momentum ITSMA ABM Certification is a blended learning program consisting of industry-leading ABM Certification and Mentoring Program provides an intensive, 90-day immersion in the methodology and skills that ABM-ers need to succeed. The program includes six 2-hour, online sessions, four follow-on webinars, and expert, on-the-job mentoring and coaching to create a robust ABM plan that's ready to go. The module topics cover understanding the value and impact of ABM, including the three distinct types of ABM (One-to-One; One-to-Few; and One-to-Many), methodology for prioritizing accounts for ABM, developing an account insight approach that delivers targeted & differentiated value propositions, planning and orchestrating integrated campaigns that resonate and measuring your impact in terms of reputation, relationships, and revenue.

The Momentum ITSMA Certification is designed to be an effective investment of financial and time resources. The total program cost is \$5,900, including all modules and materials and one on one mentoring. As part of the program and completing the certification, we will have an ABM Plan that is targeted directly for our organization that can be implemented and has been guided by an industry expert mentor assuring significant value from the investment.

I would like to attend the upcoming Momentum ITSMA ABM Certification practicum scheduled for [INSERT DATES]. Because I would need to complete the online modules in advance of the practicum, I would need to register by [TWO WEEKS PRIOR/INSERT DATE].

The Momentum ITSMA ABM Certification program is an opportunity for me to develop skills that will benefit the entire organization and will make the marketing function a more effective business partner with sales, stewarding our organizational goal of [INSERT GOAL]

Thank you for your consideration of this request.

Sincerely,

[INSERT NAME]

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Achieving

