

Account Based Marketing - A game changer for B2B

Annette Brugger, d3con, March 2023

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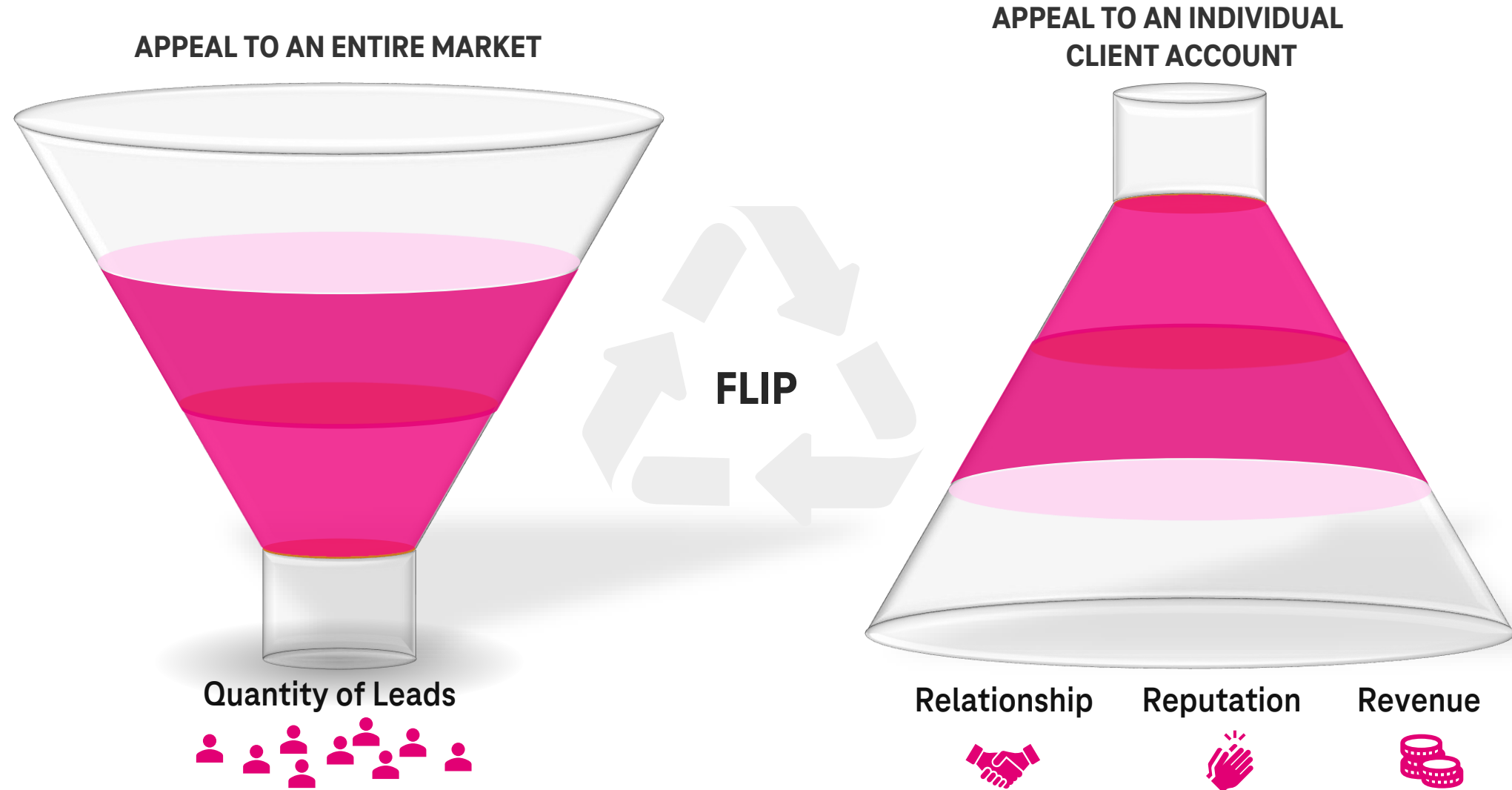
Let's power
higher performance

*"Don't count the people you reach;
reach the people that count."*

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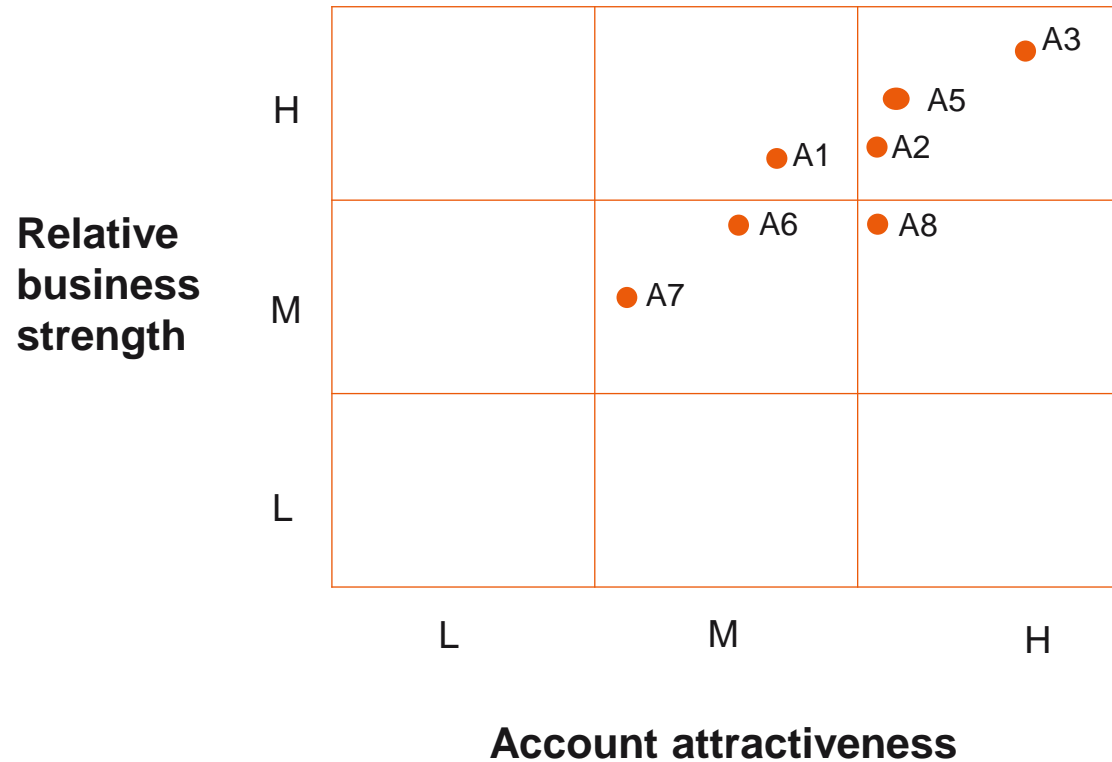
Flip the funnel






Step 1:
Define most
relevant Accounts

1. Select your account and knowing what is driving it



ACCOUNT ATTRACTIVENESS:



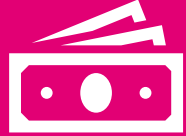









- Rev | OE
- Future Potential
- ABM fit
- Sales eagerness to engage


The background consists of several overlapping triangles in shades of pink and yellow. A large pink triangle is on the left, with a yellow triangle overlapping its bottom-right corner. Another pink triangle is on the right, overlapping the yellow one. The overall effect is a dynamic, geometric pattern.

Step 2:
**Agree on clear
challenge & KPIs**

KPI „Tic Tac Toe“

maturity

 Relationship	 Reputation	 Revenue
Know your client (people/needs) 	They listen, view, attend, react, like ... 	They are interested 
Establish Relationships 	They really got who we are and what we can do 	They buy... 
Improve Quality of Relationships 	They trust, recommend & co-create with us 	... buy bigger, faster, more, more often 

The background features a series of overlapping, angular shapes in two colors: a vibrant teal and a bright pink. The shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be layered on top of others. The overall effect is a modern, geometric pattern.

Step 3: **Define and prioritize** **stakeholder**

Exec Profiles about the key people

ExecPro 3 Pager incl. Personality EN

Anna
Deutsche Post DHL

05/05/2020

* Analysis by Market Insights

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Top Skills:

Anna CPO, Deutsche Post DHL

PROFESSIONAL HIGHLIGHTS

- Anna is expected to join DTG, as of May 2020 as the new CPO, and will also join the Group's governing '10 Steering Board'
- Spurred on her position as Chief Procurement & Real Estate Officer at DHL in 2019, she was responsible for ensuring overall operational activities and management of the acquisition process at Group level. Additionally she was responsible for ensuring projects and activities pertaining to the management of real estate from defining clear targets, higher management and ensuring working, setting up legal agreements, and of economic and financial aspects. The function also covers the achievement of strategic goals, management of large construction sites, design, construction, operation and maintenance for all the Group's real estate assets, prioritizing their optimization and development.
- Spurred her extensive experience in this area covering positions of responsibility for large companies such as 'VDF', 'BWB', 'DHL' and more recently the 'Phileo Group'.

TOP SKILLS

- 95 Purchasing
- 86 Administration
- 78 Supply Management
- 66 Global Sourcing
- 47 Continuous Improvement

WORK EXPERIENCE

- 2019 - Present: Member Board of Directors, DTG AG
- 2019 - Present: Chief Procurement and Real Estate Officer, DHL
- 2017 - 2019: Senior Vice President Procurement, Phileo Lighting
- 2016 - 2017: Senior Vice President Procurement, Phileo Lighting
- 2015 - 2016: Senior Vice President Procurement, Phileo
- 2014 - 2015: Head Procurement Operations, BWB
- 2013 - 2014: Senior Procurement Director, DTG
- 2012 - 2013: Senior Procurement Manager, DTG
- 2011 - 2012: Senior Procurement Manager, DTG
- 2009 - 2011: Senior Procurement Specialist, DTG
- 2007 - 2009: Senior Procurement Specialist, DTG
- 2005 - 2007: Senior Procurement Specialist, DTG
- 2003 - 2005: Senior Procurement Specialist, DTG
- 2001 - 2003: Senior Procurement Specialist, DTG

EDUCATION

- Management Engineering, University of Cologne (Diploma) (2004 - 2005)
- BA Business Administration (1999 - 2003)

CERTIFICATIONS

- Certified Engineer (Diploma) (2005), VDE
- Anna Spurred has a publication: 'Logistics' published in 2018. As manager 'Material' (Diploma) (2004 - 2005)
- She is also a member of the 'Logistics' (2004 - 2005)
- Anna Spurred has won a 'Management Engineer of the year award' (2004 - 2005)

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Personality:

Anna CPO, Deutsche Post DHL

CHARACTER

There is potential about building long lasting relationships and will bring to the customer the best possible experience using negotiation and other skills to make stronger business partnerships that are benefiting the business - dependent on the Product/Service/Market.

"Had the privilege of working with Anna on an operational improvement project and I appreciated the fact that she is a natural team leader. Her technical skills are supported by outstanding interpersonal skills which allow her to inspire to achieve in a positive and constructive manner. Anna proved to be extremely organized and a wonderful problem solver, thus playing a vital part in making all of the goals that were set for the project." - Thomas Hagg, Managing Director, IT Consulting, Phileo

SOCIAL NETWORK

- Anna Spurred does not have a Twitter account
- Anna Spurred has a LinkedIn profile with 350+ connections
- Anna Spurred has a Facebook account

BUSINESS NETWORK

On LinkedIn, Anna follows the following companies, influencers, groups and interests:

- DTG
- UE
- DTG
- Microsoft
- Siemens
- AT&T
- Phileo
- Phileo Group
- Digital Procurement World

Family situation and hobbies:

The information about family situation is available.

Additional:

- Anna Spurred does not hold any company shares of DTG
- Anna Spurred is a potential candidate for 'Company of the Year' award (2019)
- She was a candidate at Phileo Group while being part of Phileo

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Communication:

Anna CPO, Deutsche Post DHL

PERSONALITY

Potential strengths for Anna:

- Having a high tolerance for risk and bold decisions
- Committing to decisions quickly
- Preferentially pursuing important goals

What drives Anna:

- Following ideas/ideas
- Clear goals of work
- Targets associated to the team
- Communication
- Keeping her opinion to herself

What energizes Anna:

- Professional growth
- Challenges
- Competition & winning
- Taking charge

COMMUNICATION

When speaking to Anna:

- Be open and listen to her
- Get straight to the bottom line
- Expect communication to move quickly

In a meeting with Anna:

- Be direct
- Keep it as short as possible
- Show decisiveness and confidence

To convince Anna:

- Information not available

How to negotiate with Anna:

- Information not available


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The background consists of several overlapping triangles in shades of pink and blue. The triangles are arranged in a way that creates a sense of depth and movement, with some pointing upwards and others downwards. The colors are vibrant and saturated.

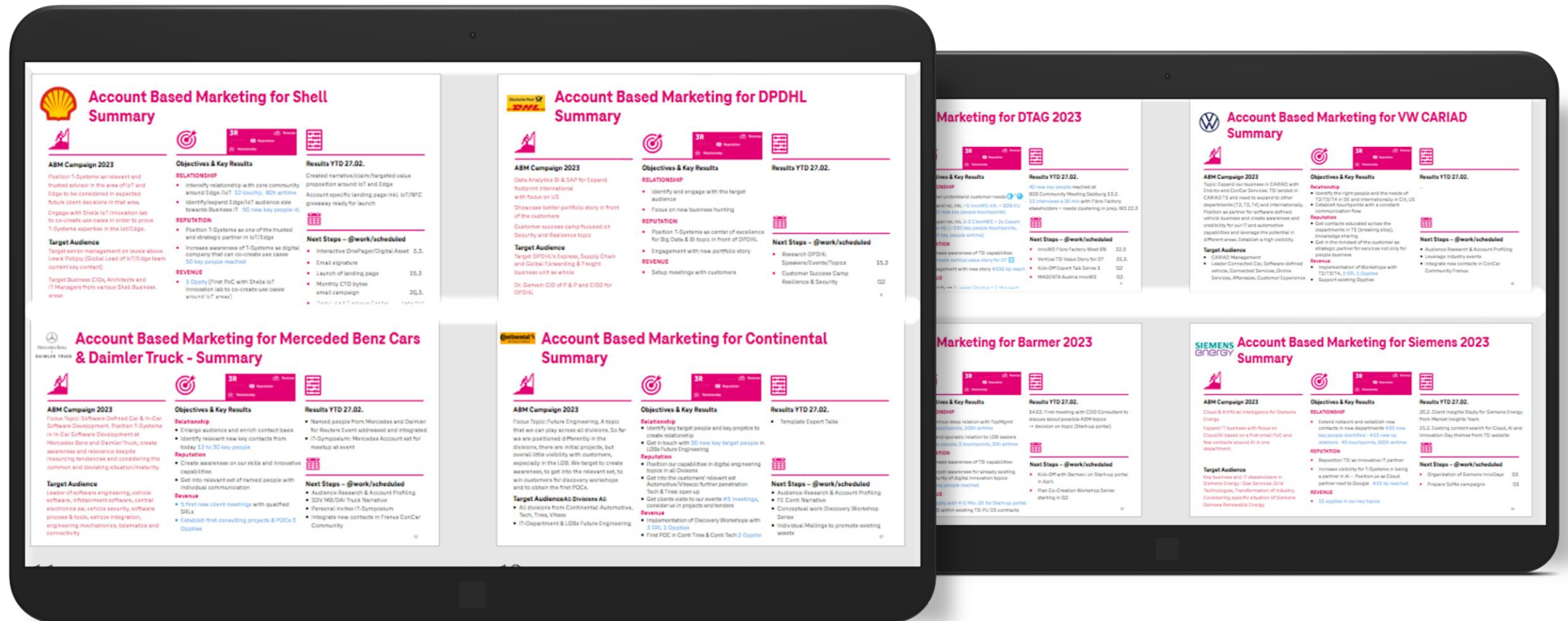
Step 4: Develop individual marketing plan

Based on challenge: choose from ABM Toolkit

 <p>Client Insights</p> <p>Deep dive client analysis strategy, divisions, competition, challenges, ICT Budget, Motivators,...</p>	 <p>F2F Innovation Workshop</p> <p>T Inno Locations (Munich, Berlin, Bonn, Barcelona ...) 3rd party locations, client site</p>	 <p>Digital Inno Workshop</p> <p>Virtual Inno Center/ Magenta Metaverse Web-Collaboration 3rd party platforms</p>	 <p>Individualize Mkt. Events</p> <p>Personal invites, curated agendas, tours, meetups, VIP bookings joint stage slots, individual follow-up</p>	 <p>Account Engagement @TSI Website</p> <p>Search keywords, People from Account X engaged with ...yz</p>	 <p>Client Portal</p> <p>Overview on relation/contracts, introduce new ideas up-cross/selling (re-)positioning (personalized login)</p>	 <p>Advisory</p> <p>Insightful and relationship building consulting formats: Big Picture, Data Thinking, Valley Tour, ...</p>	 <p>Joint Success Stories</p> <p>Future Practice Articles, Awards, Social, Video, Blog, With client on public stages, Press Announcements</p>	 <p>References</p> <p>Selected for similar client challenges Official public references but also client internal references</p>
 <p>Stakeholder Analysis</p> <p>Relationship Map, Roles, Responsibilities, Dependencies</p>	 <p>Co-Innovation Process</p> <p>Joint roadmap/ funnel. Chance to introduce ideas for top level mgmt in regular sessions.</p>	 <p>Client Partner Days/ Inhouse events</p> <p>Participation with speaker, booth, showcases, breakout sessions, evening event ...</p>	 <p>Roundtables/ Dinner Events</p> <p>Informal, personal conversations, e.g. on top of other events our key stakeholders join</p>	 <p>Account Buying Signals</p> <p>outside TSI domain Intent data - clients searching for topics @3rd party sites</p>	 <p>Custom Client Landing Pages</p> <p>Selected News, Highlights, Insights, Thought Leadership tailored to the client needs</p>	 <p>Account Based social campaigns</p> <p>Target selection of account and key people via specific tools (Influ2, recotap, ...)</p>	 <p>Social Positioning of client facing key people</p> <p>„eg. Account CTO, thought leader for campainga topics,...</p>	 <p>Inside Sales Campaign</p> <p>Client specific Inside Sales /Telemarketing Campaign</p>
 <p>Exec Profiles</p> <p>Individual profiles about key people CV, Role, Personality, mindset</p>	 <p>360° Cust view</p> <p>TSIforce GSE Sales Intel Whitespots, UpCross Sell Relationships, Roadmaps, Client Trigger Events,...</p>	 <p>Sales Storytelling</p> <p>Develop client centric sales stories/narratives with highly targeted value propositions</p>	 <p>Bespoke Showcases</p> <p>Tailored live showcases, use case stories that fit to client challenge or ambition</p>	 <p>Thought Leadership</p> <p>Deep dive articles, blogs, whitepapers, podcasts, interviews, speaker slots, ...</p>	 <p>Bespoke Content</p> <p>Curated, tailored to or interpreted for account specific challenges</p>	 <p>Joint Visual Identity</p> <p>Joint visuals, WebConf backgrounds to emphasize client/ TSI partnership ...</p>	 <p>Personalized Giveaways</p> <p>Clever objects, linked to growth play for key people</p>	 <p>Account Based ads print/billboard</p> <p>Out of home ads around client HQ or other print ads that directly address client</p>

 possible but not yet in place @TSI

Individual objective, value props, priorities for each account



Jointly developed E2E marketing plans

The image displays six digital screens, each showing an ABM campaign plan for a different client. The plans are organized into a grid with columns for months (Jan to Dec) and rows for marketing activities: Client Insights, Content, Events, and Digital. The clients and their specific campaign details are:

- Shell:** ABM Campaign 2023. Focus on Problem T Systems as a trusted advisor in Edge and IoT space and co-creation of use cases with Shell IoT Innovation Lab.
- DPDHL:** ABM Campaign 2023. Focus on Self and Big Data Analytics for DPDHL. Includes a note: "Agreed on DataBI/SAP first! New prio topic: Resilience & Security Feb 22 (Re-Prio?)".
- Mercedes Benz & Daimler Truck:** ABM Campaign 2023. Focus on Problem T Systems in In-Car Software Development @ Mercedes and Daimler Truck despite increasing complexities and considering the carbon and recycling situation / circularity.
- Continental:** ABM Campaign 2023. Focus on Develop Future Engineering Business in all Core Divisions. Includes a "Road Map" section.
- Siemens Energy:** ABM Campaign 2023. Focus on Cloud AI for Siemens Energy.

Each screen also features a navigation menu on the left with icons for Client Insights, Content, Events, and Digital. The plans use various colored boxes and lines to represent different activities and their timing throughout the year.

The background features a series of overlapping, angular shapes in shades of pink and orange, creating a dynamic, geometric pattern. The shapes are arranged in a way that suggests movement and depth, with some shapes appearing to recede into the background while others come forward.

Step 5: Execute, Evaluate, Restart

Lessons learned

- 01 Start small but start**
- 02 Set clear targets upfront and keep focus**
- 03 Deliver fast results, promote and scale**
- 04 Only go for accounts who are eager**



THANK YOU!

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