



Stop Wasting Budget. Build Your Winning B2B Account Plan.

Executive Summary

Is wasted marketing spend and sub-optimal sales/marketing alignment hindering your B2B growth? Smart GTM works with an objective to create a data-driven B2B Account Plan, identifying high-fit/propensity target accounts. We equip you with the intelligence to focus resources, align teams, and maximize ROI.

Our Consultative Offering: B2B Account Plan

Go beyond basic ICP. We build your optimal target account list using deep, multi-dimensional analysis:

- **Precision Account Identification:** We pinpoint ideal targets by analyzing critical factors like business model fit, technology landscape, company size & growth trajectory, funding status and more.
- **AI-Powered Prioritization:** Leverage AI-based weighting to objectively score accounts, ensuring your teams focus on the opportunities most likely to convert.
- **Actionable Segmentation & Integration:** Utilizing our outputs, you can easily segment your prioritized accounts for hyper-targeted campaigns (Ads, Email) and seamlessly integrate scores and relevant tags into your CRM.

Benefits:

- **Slash Customer Acquisition Costs (CAC):** Eliminate wasted marketing spend by focusing exclusively on high-potential, pre-qualified accounts.
- **Accelerate Sales Velocity:** Increase conversion rates and shorten sales cycles with a pipeline consisting of more relevant opportunities.
- **Boost Marketing ROI:** Improve campaign effectiveness and superior returns on your marketing investments.
- **Enhance Sales & Marketing Alignment:** Unite your teams around a data-driven strategy for improved productivity and cohesion.

Get In touch:

Focus your resources. Align your teams. Accelerate revenue.

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