At-a-glance skills guide for account-based marketing

1. Leadership

- Credibility
- Confidence
- Enthusiasm.

2. Relationship and influencing

- Persuasion
- Patience
- Diplomacy.

3. Resilience

- Strength of character
- Persistance
- 'Bouncebackability'.

4. Open-mindedness

- Comfortable being uncomfortable
- Embraces new ideas
- Willing to change approach.

5. Commercial acumen

- Knows the numbers inside-out
- Credible with senior sales professionals
- Understands the pressures and motivations of sales colleagues.

6. Project management

- Organisation
- Risk assessment and management
- Experience with Agile marketing.

7. Knowledge and experience

- Well-versed in a variety of marketing tactics
- Understands the politics and personalities in the business
- Has experience from different organisations and sectors.

8. Analytics

- Able to interpret data
- Can spot trends and patterns
- Comfortable with a variety of technologies.

Eager to build these skills across your team? Check out our range of ABM training courses to upskill your team **here**.

Unsure how to embark on ABM? Looking to upscale your ABM efforts and accelerate results? B2B Marketing's tailored team-enablement programme, **Head-Start, will help**.

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