

YOUR TOP 20 ACCOUNTS

Use this worksheet before your ABM planning begins. Try doing this exercise individually, then seeing where you all align (and not!). Alignment here is the foundation for everything that follows.

Marketing lead	Sales lead	Date agreed
_____	_____	_____

How to use this list

Account name – the organisation you are targeting, not the individual contact.

Sector – industry or vertical. Useful for clustering accounts into programme tracks.

Type – New (net new logo), Existing (expand or retain), or Partner (co-sell or referral).

	ACCOUNT NAME	SECTOR	TYPE
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			

	ACCOUNT NAME	SECTOR	TYPE
14			
15			
16			
17			
18			
19			
20			

Notes