



## Account-Based Program of the Year

An organization or team exemplifying a best-practices approach to account-centric programs with proven success.

### The Winner



#### The Challenge

Recognizing the market demands for a digital-first buying experience, Expedient began a journey to meet buyers during the discovery process and find ways to turn buyer signals into something actionable that would drive revenue and reduce the sales cycle. Despite their ABM sales model, Expedient ran into challenges within the Salesforce ecosystem as well as marketing platforms whose primary focus was on individual prospects. In addition, Expedient's rapid growth resulted in a series of complex account routing rules and service level agreements (SLAs) that became increasingly difficult to build and enforce.

#### The Operational Approach

Expedient began first by implementing LeanData to address the complex lead and account routing rules. This not only supported their ABM sales model but also addressed the need to cycle leads through complex territory logic and assign them to the right reps for follow up. As part of this solution, Expedient was also able to implement SLAs to improve sales rep accountability.

Expedient implemented 6sense to collect intent data from their website, emails, and keywords on visitors' websites. This account data is filtered through LeanData and used in routing logic. The 6sense qualified accounts (6QAs) are enriched and pull in a buying group of decision makers who are added to Salesforce Sales Engagement Cadences. And sales team members are notified directly in Microsoft Teams when accounts are ready to be worked. With LeanData serving as the quarterback for the majority of this RevTech stack, the process is completely automated.

#### Operational Results

As a result of Expedient's new integrated approach, they've reduced the time it takes to respond to inbound requests from days to just hours. Nearly 100,000 objects have been routed in 2022 so far, contributing to a significant impact on revenue for both new business and existing customer growth. Expedient can now identify prospects significantly earlier and engage them at an accelerated pace, armed with a more accurate picture of the prospect's intent.

**"This has become the gold standard for our organization. It arms the sales team with everything they need to hit the ground running: who to talk to, when to contact them, and what to talk about. It also allows us to automate as much as we need and operate at scale. We have the full support of sales leadership and the revenue operations team. They now see this as a mission critical process."**

**– Nick Lansberry, Go-to-Market Operations Manager**