

If ABM Were a Roadtrip...

Who's who in the car. And who's the reason we missed the exit.

Role	Roadtrip Equivalent	When It Derails
CRM	The actual map	Outdated, torn, and still marked with Blockbuster
ABM Platform	The GPS	Gets confused when fed bad data and screams <i>U-turn!</i>
RevOps	Chooses the route and programs the GPS	Optimizes for fastest, ignores all the potholes.
Sales	The driver	Misses the turn because the GPS said "almost there"
ABM Team	Riding shotgun	Sweating profusely while keeping fingers crossed
Marketing Automation	The car radio	Sometimes feeds the sign-along songs, while sometimes we just want to turn it off.