

ABM TAKES TIME

And That's a Good Thing

Q1 - SPARK AWARENESS

They know your name.

Goal: Make your presence familiar



Q2 - BUILD RELEVANCE

They start paying attention.

Goal: Show you understand their world



Q3 - ACTIVATE BUYING COMMITTEE

Now the real conversations begin.

Goal: Shift from awareness to consideration



Q4 - ACCELERATE & EXPAND

They see you as the one to beat.

Goal: Turn influence into revenue



**ABM ISN'T FAST FOOD. IT'S A SLOW-COOKED
RELATIONSHIP.**