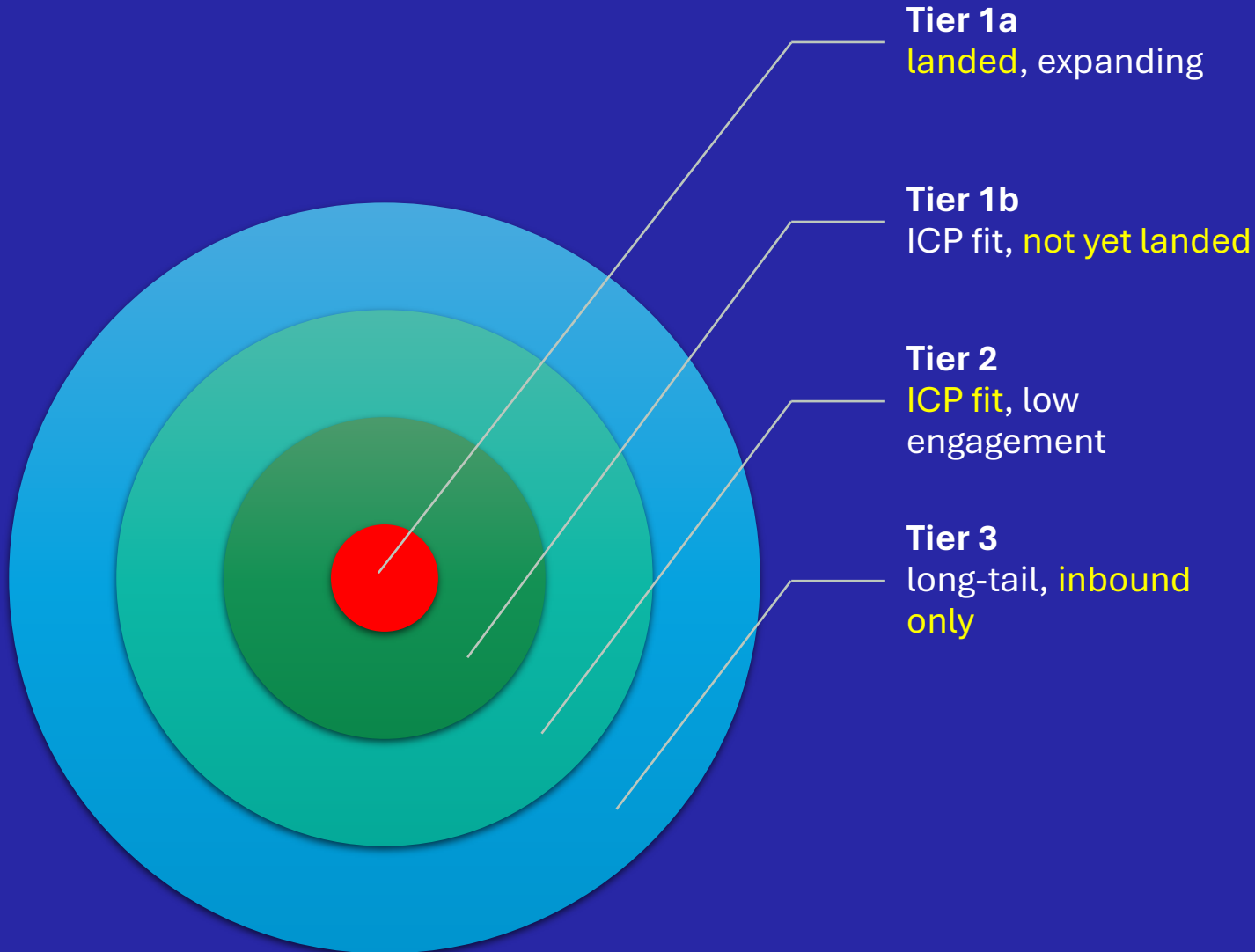


The Account Tier Model for marketing to senior technical decision makers



What sorts accounts into a tier

- Vertical (data-heavy sectors buy differently)
- Company size (seats, not just revenue)
- Tech stack (what they already run, e.g. Microsoft vs. Google)

Where each function spends its time

- ABM: 100% Tier 1
- SDRs: 60-70%* Tier 1, rest Tier 2/3
- Demand gen: Tier 2/3, feeds Tier 1 over time

The mechanic: land and expand

- You rarely sell to a company.
- You sell to one buyer group inside it,
- then expand team by team from there.

* “Drain the lake” – only relevant if SDRs have nothing else to do. No reason to not engage with every lead if SDRs have time