
ABX Standup

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An ABX Standup is a coordinated effort between AE, SDR and Marketing to keep their accounts moving forward. In standups, the AE, SDR, and Marketing team meet for a recurring 1:1 to discuss how to break into stuck top accounts and get a conversation with the account.

PROGRESS MADE SINCE LAST STANDUP

What's happening at the accounts?

Summary:

Next Steps:

Who did you talk to?

Summary:

Next Steps:

What did you learn?

Summary:

Next Steps:

PLAN GOING FORWARD

Top 2-3 accounts to penetrate

Summary:

Next Steps:

Top 2-3 existing opportunities to accelerate

Summary:

Next Steps:

What actions will each person take (add and assign next steps)?

Summary:

Next Steps:

What integrated plays will you run?

Summary:

Next Steps:

Want meeting notes like this with no extra work?

With Hypercontext by Spinach, every meeting has a shared

BLOCKAGES

What's preventing movement?

Summary:

Next Steps:

What can we do to remove what's getting in our way of forward progress?

Summary:

Next Steps:
