

a practitioners guide to account based marketing

A Practitioner's Guide to Account-Based Marketing (ABM)

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Description: This comprehensive practitioner's guide to account-based marketing delves into the strategic planning, execution, and measurement of ABM programs. It provides practical, actionable insights for marketers of all levels, moving beyond theoretical discussions to offer a hands-on approach that can be immediately implemented. This guide isn't just a theoretical overview; it's a detailed roadmap to success, equipping you with the tools and knowledge to transform your marketing efforts and drive significant revenue growth through highly targeted engagement.

1. Understanding the Fundamentals of Account-Based Marketing (ABM)

A practitioner's guide to account-based marketing begins with a clear understanding of its core principles. Unlike traditional marketing that casts a wide net, ABM focuses on a select group of high-value accounts. Instead of mass marketing campaigns, ABM involves tailoring personalized strategies to each target account. This personalized approach allows for deeper engagement, stronger relationships, and ultimately, higher conversion rates. The success of ABM hinges on identifying Ideal Customer Profiles (ICPs) and understanding their specific needs, challenges, and buying processes. This requires detailed market research and diligent data analysis. A key element of this practitioner's guide to account-based marketing is the emphasis on aligning sales and marketing teams for optimal results. Effective ABM requires seamless collaboration and shared goals, ensuring consistent messaging and a unified approach throughout the customer journey.

2. Identifying and Prioritizing Target Accounts

This practitioner's guide to account-based marketing will outline a robust framework for identifying your ideal target accounts. This involves defining specific criteria based on factors like company

size, industry, revenue, and technology adoption. Using tools like CRM data, market intelligence platforms, and firmographic data is crucial in creating a prioritized list of accounts. This process ensures that marketing resources are focused on the most promising prospects, maximizing ROI. Furthermore, we will delve into the nuances of scoring potential accounts based on their potential value and likelihood of conversion. This data-driven approach allows for a more strategic allocation of resources and ensures that efforts are focused on the accounts with the highest probability of success. A key aspect of this section of the practitioner's guide to account-based marketing is understanding the different ABM approaches - from one-to-one to one-to-few, and the best fit for your specific business goals.

3. Crafting Personalized Engagement Strategies

This practitioner's guide to account-based marketing emphasizes the critical role of personalized engagement. Generic marketing messages won't cut it in an ABM approach. To resonate with high-value accounts, you need to tailor your messaging and content to their specific needs and challenges. This involves understanding their pain points, industry trends affecting them, and the competitive landscape they operate in. Using personalized content like customized email campaigns, targeted advertising, and account-specific landing pages is essential for building strong relationships and fostering trust. The guide will provide practical examples of successful personalized engagement strategies and templates you can adapt to your own campaigns. Moreover, it will discuss the effective use of different marketing channels to reach target accounts, including social media, email marketing, and content marketing.

4. Leveraging Technology for ABM Success

A practitioner's guide to account-based marketing is incomplete without discussing the critical role of technology. ABM platforms and marketing automation tools play a pivotal role in streamlining processes and improving efficiency. These tools enable marketers to track interactions, measure results, and automate tasks. The guide will explore various ABM platforms, including their features and functionalities, helping you choose the right tool based on your needs and budget. Additionally, it will cover the integration of ABM technology with existing CRM and sales systems, enabling a seamless flow of information and efficient collaboration between sales and marketing. This section is crucial for developing a data-driven ABM strategy.

5. Measuring and Optimizing ABM Campaigns

Measuring the effectiveness of your ABM campaigns is just as crucial as the planning and execution phases. This practitioner's guide to account-based marketing provides a comprehensive framework for tracking key metrics. These metrics go beyond simple lead generation and include factors like engagement rate, deal size, and customer lifetime value. The guide will demonstrate how to use these metrics to identify areas for improvement and optimize your campaigns for maximum impact. It will also explore advanced analytics techniques, enabling data-driven decision-making and continuous campaign refinement. This focus on measurement and optimization is fundamental to demonstrating the ROI of your ABM investments and securing continued support for future initiatives.

6. Aligning Sales and Marketing for ABM Success

Effective ABM requires complete alignment between sales and marketing teams. This practitioner's guide to account-based marketing emphasizes the necessity of fostering a collaborative culture and establishing shared goals. Clear communication, well-defined roles, and shared success metrics are vital to successful implementation. The guide provides practical strategies for aligning teams, fostering collaboration, and establishing a shared understanding of the ABM approach. It also emphasizes the importance of regular communication and feedback loops between sales and marketing teams to ensure that campaigns are on track and achieving desired results.

7. Overcoming Common ABM Challenges

This practitioner's guide to account-based marketing acknowledges the challenges businesses face when implementing ABM. From budget constraints to internal resistance and data limitations, the guide offers solutions and strategies to overcome these obstacles. It provides practical tips and advice based on real-world experiences, helping you navigate common pitfalls and avoid costly mistakes. This section of the practitioner's guide to account-based marketing provides a realistic perspective, offering practical solutions and strategies for success.

8. Case Studies and Best Practices

The guide showcases successful ABM campaigns from various industries, highlighting best practices and offering lessons learned. These case studies provide practical examples of how different companies have successfully implemented ABM, adapting strategies to their unique business contexts. These real-world examples offer valuable insights and inspiration for developing your own ABM strategies.

Conclusion:

This practitioner's guide to account-based marketing serves as a comprehensive resource for marketers seeking to implement and optimize ABM strategies. By following the frameworks and best practices outlined within, businesses can effectively target high-value accounts, build strong relationships, and ultimately drive significant revenue growth. Remember that consistent monitoring, adaptation, and a focus on personalized engagement are key to ABM success.

FAQs:

1. What is the difference between ABM and traditional marketing? ABM focuses on a small number of high-value accounts with highly personalized strategies, unlike traditional marketing which employs a broader, less targeted approach.
1. How do I identify my ideal customer profile (ICP)? By analyzing existing customers, understanding market trends, and defining key characteristics like company size, industry, and

revenue.

1. What technology is necessary for successful ABM? CRM systems, marketing automation platforms, and ABM-specific tools are crucial for data management, campaign automation, and performance tracking.
1. How do I measure the ROI of my ABM campaigns? Track key metrics like engagement rates, deal size, and customer lifetime value to assess the effectiveness of your efforts.
1. How can I ensure alignment between sales and marketing teams? Establish shared goals, clear communication channels, and regular collaboration sessions to foster a unified approach.
1. What are some common challenges of ABM implementation? Budget constraints, internal resistance, data limitations, and difficulty in measuring ROI are frequent challenges.
1. What are some examples of personalized engagement strategies? Customized emails, targeted advertising, account-specific content, and personalized events are effective engagement techniques.
1. How can I overcome internal resistance to adopting ABM? Demonstrate the potential ROI of ABM, provide training and resources, and showcase successful case studies to build buy-in.
1. Is ABM suitable for all businesses? While ABM can be beneficial for many, it's most effective for B2B businesses with a clearly defined target market and high-value accounts.

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a practitioners guide to account based marketing: A Practitioner's Guide to Account-based Marketing Bev Burgess, Dave Munn, 2021-06-29 Improve relationships, drive growth and win new business by developing and implementing highly-customized B2B marketing programmes for key

accounts.

a practitioners guide to account based marketing: A Practitioner's Guide to Account-Based Marketing Bev Burgess, Dave Munn, 2017-03-03 Account-based marketing, also known as client-centric marketing, is in the process of transforming modern marketing practice. It involves taking a strategic approach to business to business marketing, whereby important individual accounts are treated as markets in their own right. After all, many of the world's leading companies have annual revenues the size of some countries' GDP, so for the businesses that provide services and solutions to these companies, such key accounts truly do represent a global market. A Practitioner's Guide to Account-Based Marketing explores the development of account-based marketing (ABM) as a business practice, and outlines a clear, step-by-step process for readers who wish to set up an ABM programme to accelerate growth. Rich with fascinating case studies and personal stories, A Practitioner's Guide to Account-Based Marketing offers readers privileged access to lessons learned by pioneering companies in the field, including BT, Fujitsu, IBM, Juniper Networks, Microsoft, SAP, and many more. The text is fully endorsed by the Information Technology Services Marketing Association (ITSMA), who run the only formally recognized qualification in the sector: the Account-Based Marketing Certification Programme. Meticulously researched and highly practical, A Practitioner's Guide to Account-Based Marketing will help all marketers strengthen relationships, build reputation, and increase revenues in their most important accounts.

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a practitioners guide to account based marketing: Account-Based Marketing Chris Golec, Peter Isaacson, Jessica Fewless, 2019-03-19 Account-Based Marketing is changing the discipline of marketing—Why? Business-to-business (B2B) companies spend \$40 Billion on marketing each year, and they embrace tech-driven innovations, yet the traditional model for lead generation has not changed for decades. Why? In addition to the techniques being outdated, they create friction and distrust between marketing and sales teams. ABM has quickly gained traction with leading B2B companies because it aligns sales and marketing teams around the accounts that will have the most business impact. Instead of chasing a large volume of lower-quality, generic leads, ABM helps sales and marketing professionals coordinate their efforts against a specific set of target accounts. Despite the clear advantages of ABM, there continues to be much confusion around just how to implement it. Written by the leaders behind the successful marketing firm Demandbase,

Account-Based Marketing explains how to execute a world-class ABM strategy from start to finish. Find out exactly how highly successful B2B companies are using Account-Based Marketing to grow their customer base. Develop an effective strategy to adapt ABM principles for your own organization with its own unique needs. Integrate your sales and marketing processes into an efficient, cohesive workflow. Locate and attract the ideal clients for your business to increase revenue and open up new opportunities. From building the right target account list and understanding the impact of ABM on marketing programs, to selling ABM within an organization and finding budget for the strategy, you'll find it all in this authoritative guide.

a practitioners guide to account based marketing: A CBT Practitioner's Guide to ACT Joseph Ciarrochi, Ann Bailey, 2008 If recent professional publications and conferences are any indication, acceptance- and mindfulness-based therapies are the future of clinical psychology. A CBT-Practitioner's Guide to ACT helps professionals whose clinical educations focused on traditional, change-based cognitive behavior therapies navigate the practical and theoretical challenges that come with the switch to the more promising, acceptance-based strategies.

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a practitioners guide to account based marketing: *Data-Driven Marketing* Mark Jeffery, 2010-02-08 NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

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a practitioners guide to account based marketing: *Profit Driven Business Analytics* Wouter Verbeke, Bart Baesens, Cristian Bravo, 2017-10-09 Maximize profit and optimize decisions with advanced business analytics *Profit-Driven Business Analytics* provides actionable guidance on optimizing the use of data to add value and drive better business. Combining theoretical and technical insights into daily operations and long-term strategy, this book acts as a development manual for practitioners seeking to conceive, develop, and manage advanced analytical models. Detailed discussion delves into the wide range of analytical approaches and modeling techniques that can help maximize business payoff, and the author team draws upon their recent research to share deep insight about optimal strategy. Real-life case studies and examples illustrate these techniques at work, and provide clear guidance for implementation in your own organization. From step-by-step instruction on data handling, to analytical fine-tuning, to evaluating results, this guide provides invaluable guidance for practitioners seeking to reap the advantages of true business analytics. Despite widespread discussion surrounding the value of data in decision making, few businesses have adopted advanced analytic techniques in any meaningful way. This book shows you how to delve deeper into the data and discover what it can do for your business. Reinforce basic analytics to maximize profits Adopt the tools and techniques of successful integration Implement more advanced analytics with a value-centric approach Fine-tune analytical information to optimize business decisions Both data stored and streamed has been increasing at an exponential rate, and

failing to use it to the fullest advantage equates to leaving money on the table. From bolstering current efforts to implementing a full-scale analytics initiative, the vast majority of businesses will see greater profit by applying advanced methods. Profit-Driven Business Analytics provides a practical guidebook and reference for adopting real business analytics techniques.

a practitioners guide to account based marketing: A Practitioner's Guide to Business Analytics (PB) Randy Bartlett, 2013-01-25 Gain the competitive edge with the smart use of business analytics In today's volatile business environment, the strategic use of business analytics is more important than ever. A Practitioners Guide to Business Analytics helps you get the organizational commitment you need to get business analytics up and running in your company. It provides solutions for meeting the strategic challenges of applying analytics, such as: Integrating analytics into decision making, corporate culture, and business strategy Leading and organizing analytics within the corporation Applying statistical qualifications, statistical diagnostics, and statistical review Providing effective building blocks to support analytics—statistical software, data collection, and data management Randy Bartlett, Ph.D., is Chief Statistical Officer of the consulting company Blue Sigma Analytics. He currently works with Infosys, where he has helped build their new Business Analytics practice.

a practitioners guide to account based marketing: Account-Based Growth Bev Burgess, Tim Shercliff, 2022-11-03 Develop long-term relationships, deliver market-beating growth, and create sustainable value with this pragmatic guide to aligning marketing, sales, customer success and your executives around your most important customers. Many B2B companies make half their profitable revenue from just three percent of their customers, yet don't recognize the significance of these accounts, nor invest appropriately in them. Account-Based Growth introduces a comprehensive framework for improving internal alignment and external engagement with these vital few. It contains bullet-pointed takeaways at the end of each chapter plus a comprehensive checklist to help you improve your own company's approach to its most important customers. Each element of the framework is brought to life through viewpoints from industry experts and case studies from leading organizations including Accenture, Fujitsu, Infosys, SAP, Salesforce, ServiceNow and Telstra.

a practitioners guide to account based marketing: The Marketing Book Michael J. Baker, Susan Hart, 2016-04-14 The Marketing Book is everything you need to know but were afraid to ask about marketing. Divided into 25 chapters, each written by an expert in their field, it's a crash course in marketing theory and practice. From planning, strategy and research through to getting the marketing mix right, branding, promotions and even marketing for small to medium enterprises. This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use, especially for professionals taking their CIM qualifications. Nevertheless, it is also invaluable for practitioners due to its modular approach. Each chapter is set out in a clean and concise way with plenty of diagrams and examples, so that you don't have to dig for the information you need. Much of this long-awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought. Also included are brand new content in direct, data and digital marketing, and social marketing. If you're a marketing student or practitioner with a question, this book should be the first place you look.

a practitioners guide to account based marketing: ABM Is B2B Sangram Vajre, Eric Spett, 2019-09-03 Instant Bestseller on Amazon in Marketing and Sales! FACT: Less than ONE percent of all leads become customers. As a business, how can you break that trend and achieve client fidelity? In this book we reveal the secrets behind the framework that will sell and retain your customers. Did you know that less than one percent of all leads become customers? It is a true and shocking stat, but there is a way to stop the waste and flip this around. In this highly anticipated book, we reveal the secrets behind our signature TEAM - Target, Engage, Activate, and Measure - framework to transform your approach to market, increase sales, and retain your ideal customers. Account-Based Marketing (ABM) is the new B2B. It's time to challenge the status quo of B2B Marketing and Sales, and transition to what the business arena already expects as the updated B2B model. A

transformation like this can only happen through an account-based approach that unites marketing, sales, and customer success teams (go-to-market teams) as #OneTeam. In summary, the TEAM framework coupled with the account-based approach enables your company to focus on the target accounts, engage them in a meaningful way, activate the sales team with top tier accounts proactively, and finally measure success based on business outcomes over vanity metrics. It's time to take the lead and transition your business to ABM. The process is simple when you have the right book - ABM is B2B. What are you waiting for?

a practitioners guide to account based marketing: Observing the User Experience

Elizabeth Goodman, Mike Kuniavsky, 2012-09-01 Observing the User Experience: A Practitioner's Guide to User Research aims to bridge the gap between what digital companies think they know about their users and the actual user experience. Individuals engaged in digital product and service development often fail to conduct user research. The book presents concepts and techniques to provide an understanding of how people experience products and services. The techniques are drawn from the worlds of human-computer interaction, marketing, and social sciences. The book is organized into three parts. Part I discusses the benefits of end-user research and the ways it fits into the development of useful, desirable, and successful products. Part II presents techniques for understanding people's needs, desires, and abilities. Part III explains the communication and application of research results. It suggests ways to sell companies and explains how user-centered design can make companies more efficient and profitable. This book is meant for people involved with their products' user experience, including program managers, designers, marketing managers, information architects, programmers, consultants, and investors. - Explains how to create usable products that are still original, creative, and unique - A valuable resource for designers, developers, project managers - anyone in a position where their work comes in direct contact with the end user - Provides a real-world perspective on research and provides advice about how user research can be done cheaply, quickly and how results can be presented persuasively - Gives readers the tools and confidence to perform user research on their own designs and tune their software user experience to the unique needs of their product and its users

a practitioners guide to account based marketing: The Big Book of ACT Metaphors Jill

A. Stoddard, Niloofar Afari, 2014-04-01 Metaphors and exercises play an incredibly important part in the successful delivery of acceptance and commitment therapy (ACT). These powerful tools go far in helping clients connect with their values and give them the motivation needed to make a real, conscious commitment to change. Unfortunately, many of the metaphors that clinicians use have become stale and ineffective. That's why you need fresh, new resources for your professional library. In this breakthrough book, two ACT researchers provide an essential A-Z resource guide that includes tons of new metaphors and experiential exercises to help promote client acceptance, defusion from troubling thoughts, and values-based action. The book also includes scripts tailored to different client populations, and special metaphors and exercises that address unique problems that may sometimes arise in your therapy sessions. Several ACT texts and workbooks have been published for the treatment of a variety of psychological problems. However, no one resource exists where you can find an exhaustive list of metaphors and experiential exercises geared toward the six core elements of ACT. Whether you are treating a client with anxiety, depression, trauma, or an eating disorder, this book will provide you with the skills needed to improve lives, one exercise at a time. With a special foreword by ACT cofounder Steven C. Hayes, PhD, this book is a must-have for any ACT Practitioner.

a practitioners guide to account based marketing: B2B Marketing Strategy Heidi Taylor,

2017-12-03 B2B marketing is functioning in an increasingly fast-paced and complex business landscape, with a wealth of new technologies, tools and channels, and where customers are more in control of the buying process than ever before. With the imperative to become 'digital', B2B marketers have become consumed by the marketing activity itself - the tactics - instead of the outcomes marketers want and need to achieve for customers and businesses. B2B Marketing Strategy provides fresh insight into the challenges marketers are facing in such an environment and

offers a new framework for developing B2B marketing strategy and plans. Written by an internationally recognised and award winning senior marketing strategist, B2B Marketing Strategy is a thought-provoking and comprehensive exploration of the state of B2B marketing. Expertly examined, this book will challenge the perspective of B2B marketers by confronting and refuting the many fallacies that currently dominate the industry. Filled with real-world case studies and practical, actionable insights, B2B Marketing Strategy takes the reader through three phases of thinking, doing and being different in order to make B2B marketing memorable in the hearts and minds of customers, creating lasting customer engagement.

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a practitioners guide to account based marketing: *Theraplay® - The Practitioner's Guide* Vivien Norris, Dafna Lender, 2020-01-21 The Definitive Guide to Theraplay® for Practitioners, officially endorsed by the Theraplay® Institute Theraplay is an intervention that focuses on enhancing the connection, trust and joy between a child and a parent. It involves interactive, playful activities using simple face-to-face reciprocal interactions, and involves using all of the senses, including rhythm, movement and touch. This comprehensive guide outlines the theory, reflection, and skill development of the practitioner - the true power house of Theraplay. By maintaining a focus on practice throughout, embedding theory into practice examples, it brings the spirit of Theraplay to life. Part 1 covers the key principles of the intervention; Part 2 addresses Theraplay in Practice: how to use the Marschak Interaction Method (MIM), how to set up a room and choose activities and considerations for working with different client groups; Part 3 encourages the reader to engage in their own development and the stages involved; and Parts 4 and 5 provide a wealth of useful resources, checklists, handouts, sample sessions and an up-to-date list of Theraplay activities. Whether you are a Theraplay practitioner, or simply want to find out how this remarkable intervention works, this book is essential reading.

a practitioners guide to account based marketing: Marketing Analytics: A Practitioner's Guide To Marketing Analytics And Research Methods Ashok Charan, 2015-05-20 The digital age has transformed the very nature of marketing. Armed with smartphones, tablets, PCs and smart TVs, consumers are increasingly hanging out on the internet. Cyberspace has changed the way they communicate, and the way they shop and buy. This fluid, de-centralized and multidirectional medium is changing the way brands engage with consumers. At the same time, technology and innovation, coupled with the explosion of business data, has fundamentally altered the manner we collect, process, analyse and disseminate market intelligence. The increased volume, variety and velocity of information enables marketers to respond with much greater speed, to changes in the marketplace. Market intelligence is timelier, less expensive, and more accurate and actionable. Anchored in this age of transformations, Marketing Analytics is a practitioner's guide to marketing management in the 21st century. The text devotes considerable attention to the way market analytic techniques and market research processes are being refined and re-engineered. Written by a marketing veteran, it is intended to guide marketers as they craft market strategies, and execute their day to day tasks.

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build on your previous experience with cognitive and behavioral therapies, this book will help to enhance your treatment sessions with clients and increase their psychological flexibility.

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business abroad. Practical examples and case studies provide the real-world insight needed to add value to the risk management processes in your organization and enhance your company's ability to make a profit.

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start-ups like Starling Bank.

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Transgender and gender nonconforming (TNGC) clients have complex mental health concerns, and are more likely than ever to seek out treatment. This comprehensive resource outlines the latest research and recommendations to provide you with the requisite knowledge, skills, and awareness to treat TNGC clients with competent and affirming care. As you know, TNGC clients have different needs based on who they are in relation to the world. Written by three psychologists who specialize in working with the TNGC population, this important book draws on the perspective that there is no one-size-fits-all approach for working with TNGC clients. It offers interventions tailored to developmental stages and situational factors—for example, cultural intersections such as race, class, and religion. This book provides up-to-date information on language, etiquette, and appropriate communication and conduct in treating TNGC clients, and discusses the history, cultural context, and ethical and legal issues that can arise in working with gender-diverse individuals in a clinical setting. You'll also find information about informed consent approaches that call for a shift in the role of the mental health provider in the position of assessment and referral for the purposes of gender-affirming medical care (such as hormones, surgery, and other procedures). As changes in recent transgender health care and insurance coverage have provided increased access for a broader range of consumers, it is essential to understand transgender and gender nonconforming clients' different needs. This book provides practical exercises and skills you can use to help TNGC clients thrive.

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a practitioners guide to account based marketing: Direct Selling Sara L. Cochran, Victoria L. Crittenden, Anne T. Coughlan, 2021-09-14 The Power of Direct Selling. Direct selling is not an industry per se nor is it merely a go-to-market business model and channel to reach consumers. It is bigger than any of this - direct selling is people. The ability for people with entrepreneurial spirit to build a successful business, whether it be from the ground up or by representing a company's product, is at the heart of direct selling and it is people who made (and continue to make) direct selling the successful marketplace that it is today. The direct selling marketplace is comprised of mission-driven and socially responsible companies offering a wide variety of product and services, and the list of direct selling companies is abundant with entrepreneurs who built their businesses by utilizing an independent salesforce channel to market and sell their products or services directly to consumers. Possibly one of the most prominent of these entrepreneurs is Mary Kay Ash, a legend as a glass-ceiling breaker and a woman who built a very successful business with a go-to-market strategy of direct selling. Unlike Mary Kay Ash, however, not all aspiring business owners are willing/able to invest their savings and time on a start-up business. These micro-entrepreneurs desire to have the economic and social benefits of managing their own businesses but do not want the startup costs and demands associated with traditional business planning. As such, becoming a direct selling distributor offers a low-risk, low-cost pathway to micro-entrepreneurship. The traditional barriers to small business ownership are removed when a micro-entrepreneur builds a direct selling business that is backed by established brands. These established brands, several of which are featured in this book, offer the micro-entrepreneurs quality products, business training, and technological resources to achieve a self-determined metric of success. Framed within the context of entrepreneurship and an historical overview of the long-term sustainability of this business model, this book is intended for practitioners who want to read about the breadth and depth of direct selling. Importantly, this book provides considerable depth in terms of three particular issues associated with direct selling: Compensation, Ethics & compliance, and Global reach. For scholars, this book is built on a strong foundation of valid and reliable research endeavors. The authors have published research on direct selling in high quality, reputable and peer-reviewed academic and practitioner journals. Thus, this book can add foundationally to the research efforts of academics who are conducting research in a wide variety of topics (such as sales, women empowerment, business strategy, ethics, distribution models, gig economy, and global entry - to name a few), as well as to members of the press who want reliable and valid content upon which to build their stories. The book's content is also particularly informative for policymakers at the local, state, national, and international levels. For students, reading this book will offer a variety of insights, particularly related to the intricacies of channel selection and design. Direct Selling: A Global and Social Business Model is a collective project from eight academics and practitioners who have dedicated much of their careers to understanding direct selling as both a go-to-market strategy and a channel of distribution and to capturing the people who are the foundation of direct selling.

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