

01 / PRINTABLE WORKSHEET · UNGATED

The ABM Pilot Readiness *Scorecard.*

A six-minute self-assessment for B2B SaaS, EdTech, robotics, and training teams running on HubSpot and thinking about a first ABM pilot. Twenty-four honest questions. One number. A real answer on whether to start now, what to fix first, or whether ABM is the wrong move entirely.

24 questions · 6 pillars

~6 minutes to complete

Print & fill, or onscreen

No email required

02 / HOW IT WORKS

One number. *Three honest answers.*

i · 0–40

Not ready yet.

Foundational gaps. ABM will amplify them. Fix ICP definition and HubSpot hygiene first.

ii · 41–70

Ready to pilot.

Fundamentals are there. Run a 30–50 account pilot inside HubSpot native ABM. 90-day measure.

iii · 71–96

Ready to scale.

You're past pilot. Intent data, programmatic, and full motion coordination start earning their keep.

ABOUT MOTION ABX

HubSpot & Demandbase consultancy for mid-market B2B teams.

Fixed-scope, fixed-price engagements. No retainer ambiguity, no scope creep.

03 / THE SCORECARD · PILLARS 1-2

The scorecard. *Be honest.*

For each statement, check the box that's actually true today.

PILLAR SCORE / 16

01 ICP clarity

Whether you actually know who your best-fit accounts are — not the TAM, the actual buyers you win and renew.

01.1 We can name the 3–5 firmographic traits that define our best-fit account.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

01.2 We can point to 5+ closed-won customers that fit this ICP exactly.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

01.3 We've defined disqualifiers — the shapes we will not sell to.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

01.4 Sales and marketing would describe our ICP the same way in a room without us.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

PILLAR SCORE / 16

02 HubSpot foundation

The platform side. Tier, hygiene, properties, and whether the CRM can actually carry an account-based motion.

02.1 We're on Marketing Hub Professional or Enterprise.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

02.2 Companies have clean firmographic data on 80%+ of records.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

02.3 Contacts have a role / buying-committee property (or we know we need one).

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

02.4 Lifecycle stages are defined and used consistently.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

03 / THE SCORECARD · PILLARS 3–4

The scorecard. *Be honest.*

For each statement, check the box that's actually true today.

PILLAR SCORE / 16

03 Sales & marketing alignment

Whether the two teams will actually run the same play. Soft launches die here more than anywhere else.

03.1 Sales and marketing meet at least bi-weekly on pipeline.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

03.2 We have a shared definition of what counts as a qualified opportunity.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

03.3 Account ownership rules are clear — one named owner per account.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

03.4 Reps would say marketing helps them on named accounts.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

PILLAR SCORE / 16

04 Target account list readiness

Can you actually produce a tier-1 list right now — and is it grounded in something other than vibes.

04.1 We can produce a list of 30–50 named target accounts this week.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

04.2 That list is built on real signals — fit + intent + relationship.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

04.3 Each account has a named primary contact, not just a company.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

04.4 We refresh that list at least quarterly with a documented process.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

03 / THE SCORECARD · PILLARS 5–6

The scorecard. *Be honest.*

For each statement, check the box that's actually true today.

05 Buying committee awareness

PILLAR SCORE / 16

ABM is committee selling. If you don't know who's in the room, you're running demand gen with extra steps.

05.1 We know the typical buying committee — 3–6 named roles.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

05.2 We have different messaging for economic vs. user vs. technical buyer.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

05.3 We track multi-threading in HubSpot per account.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

05.4 We have a defined motion for when a champion leaves a target account.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

06 Content & offer readiness

PILLAR SCORE / 16

Do you have anything to say to each persona — and a reason for a busy buyer to take the meeting.

06.1 We have at least one strong asset per committee persona.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

06.2 We have a meeting offer that isn't 'a quick demo'.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

06.3 We have a clear point of view a buyer would remember after one touch.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

06.4 We can ship a campaign asset in under 2 weeks when we need to.

Not at all ₊₀
 Barely ₊₁
 Somewhat ₊₂
 Mostly ₊₃
 Fully ₊₄

04 / YOUR READINESS

Tally your score. *Find your verdict.*

PILLAR	SCORE (/ 16)
01 ICP clarity	_____ / 16
02 HubSpot foundation	_____ / 16
03 Sales & marketing alignment	_____ / 16
04 Target account list readiness	_____ / 16
05 Buying committee awareness	_____ / 16
06 Content & offer readiness	_____ / 16
Total	_____ / 96

YOUR VERDICT

0–40 Not ready yet.

Foundational gaps. Document your ICP, clean HubSpot data, and align sales + marketing before spending a dollar on ABM. Re-take this in 60 days.

41–70 Ready to pilot.

Build a 30–50 account list in HubSpot. Run one coordinated campaign across email, LinkedIn, and SDR. Measure for 90 days. Don't buy intent data yet.

71–96 Ready to scale.

You're past pilot. This is where intent data, programmatic, and full motion coordination start earning their keep. Operationalize: workflows, dashboards, rep adoption.

WANT A SECOND OPINION?

Leave us a note. *One business day.*

No newsletter. No sequence. Send your score and a line about your team:

motionabx.com → **book a 30-min call** or **reply via the async form on the site.**