

MRMProLeads — ABM Research Sample

Enterprise Account Intelligence & Buying Committee Mapping

Prepared for: [Client/Prospect Name]

Date: August 22, 2026

Snapshot Type: Salesforce-Native B2B SaaS / Enterprise

 Note: This is a public-safe sample. Private emails, phones, and individual profile details are not displayed.

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ACCOUNT OVERVIEW

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- ◆ Company: [Target Account Name]
- ◆ Industry: [Enterprise SaaS / Industrial Automation / Healthcare Tech]
- ◆ HQ Region: [North America / EMEA / APAC]
- ◆ Technology Signal: Salesforce-native stack, [e.g., CPQ, Revenue Cloud, MuleSoft]
- ◆ ICP Fit: [High / Medium / Low]

Category	Detail (Example-1)	Detail (Example-2)
Company Type	Series C SaaS Provider	Fortune 500 Industrial Conglomerate
Revenue Range	\$50M – \$100M ARR	\$12B+ Annual Revenue
Key Market	North America (US & Canada)	EMEA (Europe, Middle East, Africa)
Recent Signal	Announced new AI partnership (e.g., Anthropic)	Appointed new CRO (ex-competitor) for growth
Technology Signal	Salesforce-native (CPQ + Revenue Cloud)	Proprietary DCS + AVEVA (Industrial Software)
Primary Opportunity	Upgrade from manual quote-to-cash to automated RevOps	Escape proprietary vendor lock-in (Rockwell)
Recommended Messaging	“Streamline your RevOps with native Salesforce automation”	“Future-proof your operations with open, flexible industrial software”

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BUYING COMMITTEE MAP

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Role	Persona	Impact on Decision
Economic Buyer	[Name] — [Title, e.g., CFO/VP RevOps]	Holds the budget, has final sign-off authority. Evaluates ROI & TCO.
Champion	[Name] — [Title, e.g., VP of Sales]	Internal advocate. Drives adoption & pitches to the Economic Buyer.
Technical Evaluator	[Name] — [Title, e.g., CTO/Head of IT]	Evaluates API integrations, security & scalability. Can veto the deal.
Influencer/End-User	[Name] — [Title, e.g., Sales Ops Manager]	Uses the solution daily. Feedback impacts adoption & renewal rates.

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RESEARCH WORKFLOW (5-Step Methodology)

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- 1. ICP Definition — Fit signals, market, and account criteria.
- 2. Target Account Research — Company context & technographic analysis.
- 3. Buying Committee Mapping — Executive, economic, technical & user roles.
- 4. Data Quality Review — Human review for relevance & consistency.
- 5. Sales Intelligence Delivery — Usable account plan & engagement guidance.

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ACTIONABLE SUMMARY

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- ♦ Primary Opportunity: [e.g., Escape from proprietary vendor lock-in]
- ♦ Recommended Messaging: [e.g., "Freedom from vendor lock-in & lower TCO"]
- ♦ Next Step: [e.g., Deliver a 3-account snapshot or schedule a 15-min call]

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