SUPERCASE

# Using customer priorities to make ABM urgent and compelling

How Supercase creates a case for change for every account across marketing and sales

November 2026

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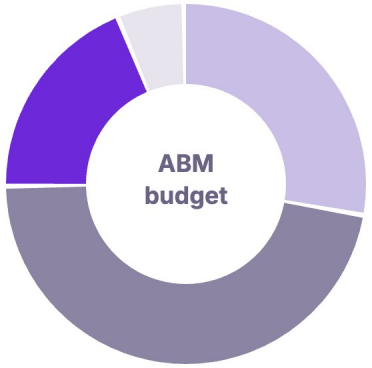
06 **Appendix** 10–12
Who runs it · POV sprint · Why not build it in Claude?

# Most ABM programs over-index on delivery, then gloss over what to say

# That's one of the reasons ABM has such a high CAC

# But it's simple to fix

**Where a typical ABM budget goes**



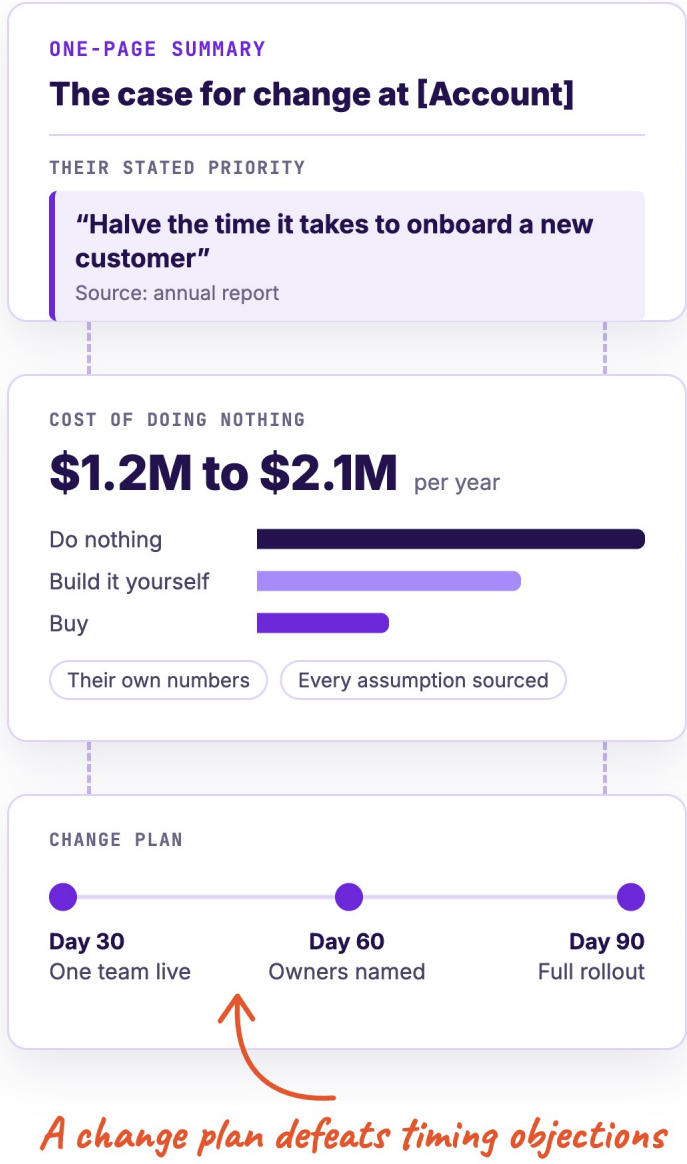

- **Who to target** — Fit, intent and contact data — **28%**
- **How and when to reach them** — Advertising and orchestration platforms, SDR time, direct mail — **47%**
- **Why they should act** — Content and creative, delivery assets included — **19%**
- **Measuring it** — Analytics and attribution — **6%**

*This is the gap: nothing here gives the account its own reason to change.*

Sources: budget split from Tomba, ABM Statistics 2026 (May 2026). CAC from First Page Sage, CAC by Channel: 2026 Benchmarks (Nov 2026): ABM $4,664 against an average of $1,911 across paid B2B channels.

# The easiest way to make your story compelling is to tie your insight to an existing priority

# Including numbers adds urgency and lets buyers justify their decision




1

### Their problem, tied to a priority they already have

Connects what's known about the account to a priority it has stated, in its own words.

Instead of a merge tag and a logo swap

2

### What doing nothing likely costs, calculated

Priced from your KPI model as a range, every assumption sourced, so finance can check it.

Instead of a vendor ROI claim they discount

3

### A change plan that answers "why now"

Shows who does what in the first 90 days, so the disruption looks manageable.

Instead of a timing objection late in the deal

One case, carried from marketing touch to SDR to seller.

***Sure. But how do I scale that across all our accounts and ensure that marketing and sales are saying the same thing?***

# Supercase: value selling as a system

## Every account gets its own unique case for change

## Marketing and sales use the same foundation so every touch is consistent

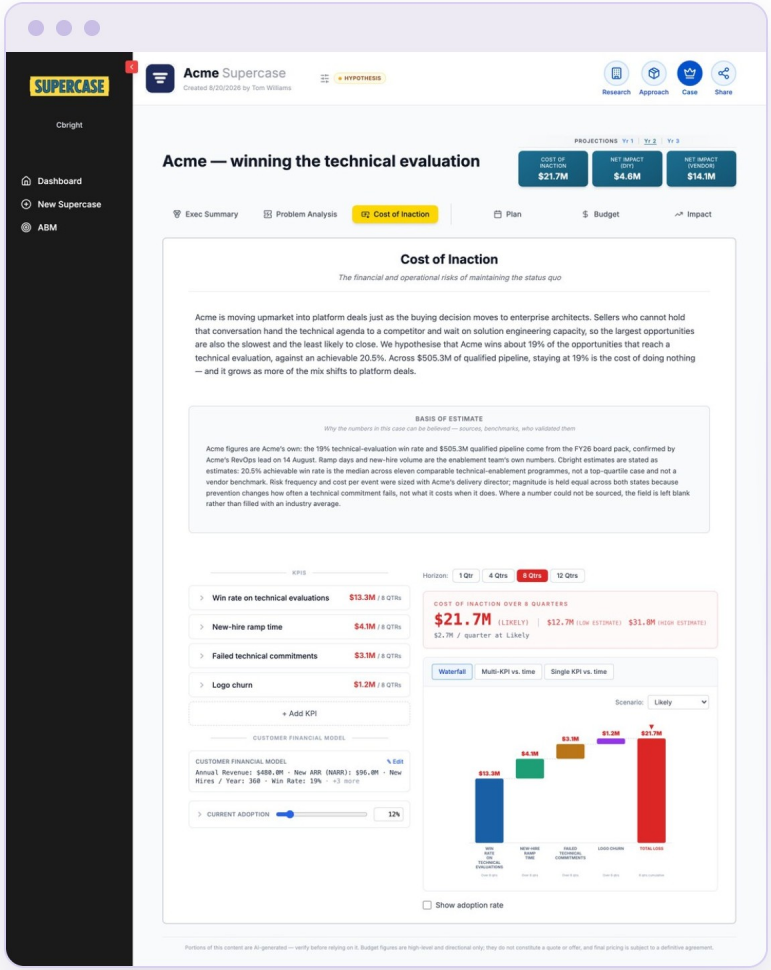


# Supercase builds cases automatically for ABM

# SuperCoach helps sellers refine & Seller and Buyer validate in collab UI app

# Champion has assets to sell internally

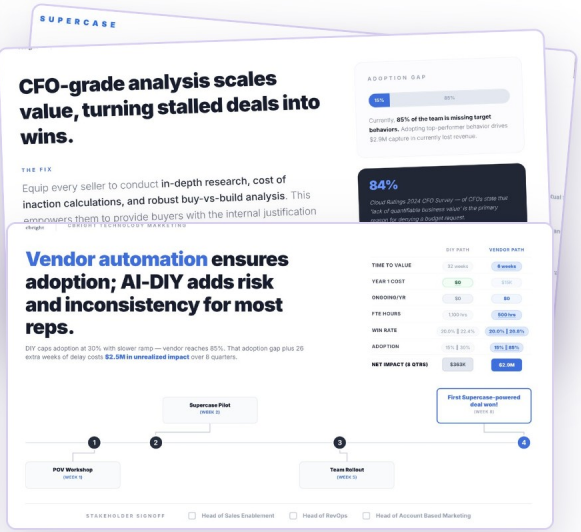
COLLABORATE WITH THE BUYER




## Work together to validate

Seller and champion work the cost of inaction and the change plan in the buyer's own numbers.

THE OUTPUT




## Assets for the whole buying team

An executive summary and full business case the champion can pass around, on your brand or your customer's.

***Sounds great. But my Enablement team is overloaded, and the team will flip out if I introduce another tool.***

# In a four-week POV sprint, Tom and Aaron do the heavy lifting

# Sellers use Supercase from Claude or the Supercase app

# Work in one shows up in the other

**Four sessions over four weeks, run by us**




### It works where your sellers already are

Sellers run it from Claude or from the Supercase app, whichever fits the moment.

### We do the work

Tom and Aaron run the sessions, draft the point of view and work the first ten accounts with your sellers.

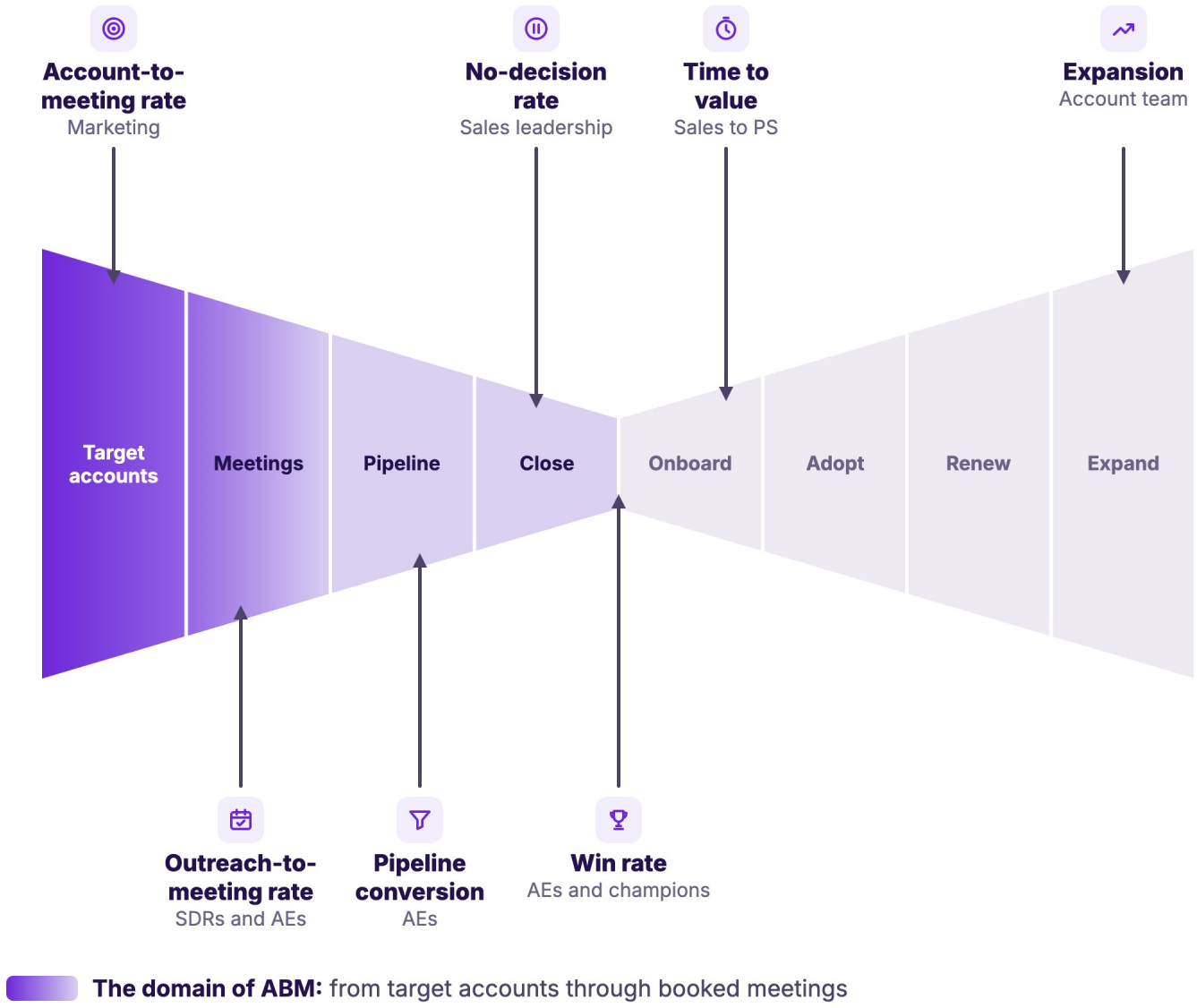
### A light ask of your team

Two 60-minute sessions, one working session of 2 to 3 hours, and a live onboarding.

# Buyers engage because they see you understand their pain

# Marketing and sales are consistent so buyers trust them more

# The champion takes ownership of the business case




**The domain of ABM:** from target accounts through booked meetings

# Run by two GTM practitioners with decades of experience

Sales leadership | Product marketing | Agency | Industry | SaaS | Artificial intelligence



## Tom Williams

CO-FOUNDER, CEO · THE MATH AND THE MACHINERY

Tom has spent 23 years in B2B sales strategy, RevOps and product marketing. He co-founded DealPoint and ran it as CEO until Clari acquired it in 2021, then stayed on as Clari's Head of Revenue Strategies and Chief of Staff to the CMO, where he wrote the company's Revenue Cadence Playbook. Before that he was a principal at Cbright Technology Marketing, and ran marketing and sales at Audio Precision, a $42M hardware business. On your sprint he builds the cost-of-inaction model and the KPI definitions.



## Aaron Bean

CO-FOUNDER, GO-TO-MARKET · THE WORDS

Aaron has spent two decades in consulting roles with go-to-market teams, from funded high-growth startups to multibillion-dollar global enterprises like Google, Microsoft, IBM and Lenovo. He has run dozens of working sessions where sales and marketing leaders leave agreeing on one story: the buyer's problem, why this company is different, and how a seller says it. At Lenovo that story went live with about 500 mid-market sellers in six languages and grew to thousands across the commercial sales organization. On your sprint he runs the working session, writes the point of view and leads the rollout on your first ten accounts.

Lenovo

### Lenovo MOST

**WHAT WE BUILT**

A content platform built for Lenovo by a team Tom and Aaron led. It produced case studies, one-pagers and brochures tailored to each industry and use case, in multiple languages, and was rolled out across Lenovo's commercial sales organization.

**THE RESULT**

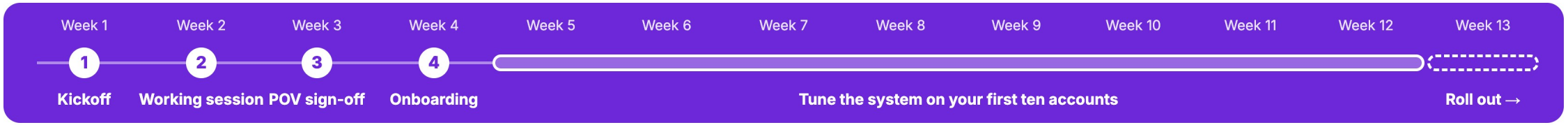
Launched with about 500 mid-market sellers, direct and channel, and grew to thousands across Lenovo's commercial sales organization. Sellers could match their story to each customer's industry and use case in minutes, so conversations centered on outcomes rather than product features.

WHERE WE'VE DONE THIS WORK

Clari / Salesloft · Lenovo · IBM · Microsoft · Gurobi

APPENDIX B

# An easy lift for your team: we run the four-week POV sprint




| | 1 Kickoff | 2 Working session | 3 POV sign-off | 4 Team onboarding |
|---|---|---|---|---|
| | 60 minutes · draft POV that week | 2 to 3 hours · in person or virtual | 60 minutes · go-to-market leadership | Live session · marketing, SDRs, sellers |
| WHAT HAPPENS | Agree the segment, the target list and who's needed. Then we analyze your data and draft a first POV. | Debate the POV, research, change plan and KPIs, and capture what your best sellers know. | Leadership confirms the POV and the math, and it goes into Supercase. | We pick the first ten accounts and work them by hand with your sellers to tune the system. Then we onboard the wider team. |
| IN THE ROOM | **Marketing or ABM lead; sales leader**<br>**Tom; Aaron** | **Both leads; two top sellers; an SDR**<br>**Tom; Aaron** | **Both leads; RevOps; CMO or CRO**<br>**Tom; Aaron** | **Marketing; SDRs; sellers; first-line managers**<br>**Tom; Aaron** |
| BRING | Deck, pricing, a proposal example<br>Positioning and ABM messaging<br>Target list<br>Ideal, not required: 12 months of opp data and call recordings | Sellers' best message and proof points<br>Intros to RevOps and marketing ops | Approval of KPI defaults and ranges<br>CRM and automation fields to map | Team meeting calendar<br>Live campaigns and sequences |
| SUPERCASE DELIVERABLES | ☑ Draft POV v0<br>☑ Value selling gap analysis<br>☑ Synthetic buyer committee, from call data if shared | ☑ POV v1, with root cause and triggers<br>☑ KPI defaults and confidence factors<br>☑ Evidence list, rated and sourced | ☑ POV locked, live in Supercase<br>☑ Cost-of-inaction model and change plan<br>☑ Business case and one-pager templates | ☑ **Cases for the first ten accounts, worked with sales***<br>☑ Outreach hooks for every touch<br>☑ Team onboarded in Claude and the app |

* Once those ten have tuned the system, the rest of the list is drafted from the 400 credits the program includes over the year, one credit for each case. The POV sprint guide has the full deliverables.

APPENDIX C

# Why not just build this in Claude ourselves?

Claude is where your sellers work. Supercase adds five things that make every case consistent and checkable.

| | With Claude alone | What Supercase adds |
|---|---|---|
| **Framework** | Claude answers the question the seller asks, so the case is only as good as the seller's knowledge of what to ask for | **Root cause, KPIs, cost of inaction and a change plan in every case** |
| **Expertise** | You work out for yourselves what a good point of view looks like, and how to get sellers using it | **Tom and Aaron build the POV with you and run the rollout on your first ten accounts** |
| **Collaborative** | A chat belongs to one person, and the buyer receives a document | **A shared surface where seller and buyer build the case in the buyer's numbers** |
| **AI guardrails** | The model does the arithmetic, and nothing stops a plausible number with no source | **Custom KPIs supported in the math, no guessing. Every number calculated the same way each time, every claim sourced** |
| **Governance** | Every seller prompts differently, and leadership can't see what's working | **One consistent approach, with reporting on what worked and what didn't** |