THE ACCOUNT-BASED SALES PLATFORM

# The Business Case for *Account-Based Sales.*

**More revenue. Higher productivity. Fewer tools.** What the motion is worth, and how to think about the return.

Narrative

GETNARRATIVEAI.COM · 2026

## Publicly supported by Sales Technology leaders:

HIGHSPOT

"This multi-threaded strategy often results in a **larger deal size** and **higher overall revenue** per account."

THE ADVANTAGES OF ABS

salesforce

"About **89% of organizations** report that an account-based strategy delivered a **better return on investment**."

CITING FORRESTER RESEARCH

ATLASSIAN

"Account-based sales offers a **more precise way** to find **high-value customers** and reap the rewards."

ON ACCOUNT-BASED SALES STRATEGY

cognism.

"People are getting frustrated with sales outreach that doesn't feel personalised... you might benefit from a **more targeted, account-based approach**."

THE MODERN GUIDE TO ACCOUNT-BASED SELLING

## Narrative is the first *Account-Based Sales platform.*

THE TRANSITION

# The Transition to *Account-Based Sales.*

Across the nation, sales organizations are adapting to **drive higher conversion** with account-based sales.

THE OLD MODEL

*"Who can we sell to?"*

1. **300 accounts** - anyone in market
2. **Signals detected** - the signal, the trigger becomes the message
3. **Leads sequenced** - hoping we convert 1% of 2,000

Meetings booked. **Not qualified pipeline.**

→

THE NEW MODEL

*"Where are we most valuable, and why?"*

1. **50 accounts**
   the best fit at first glance
2. **Working 25 at a time**
   deep dives to understand their unique why
3. **Doubling down**
   systems to swarm the proven accounts, or those with a strong why

**Qualified Pipeline.**
Built around qualification.

## *The payoff.*

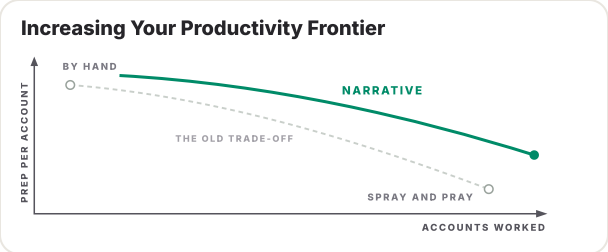
### 01 *More revenue.*

FORRESTER · 2024 DATA SNAPSHOTS

Account-based programs beat non-ABM efforts on both - **higher ROI** and **bigger deals**, in every region measured. Priced for your team on page 03.

### 02 *Higher productivity.*

A 10-rep team can expect to save **≈2,300 hours a year** - hand prep drops to **≈70 hours** on Narrative.




**The easy button:** better than an agent, better than by hand - Narrative does the work for you.

### 03 *Fewer tools.*

The motion stops needing the point tools around it - **five categories, one platform, one invoice**.

- Contact data
- Sales signals
- Calendar scheduling
- Video recording
- Call recording & analysis

5 → 1

Narrative

**One platform. One invoice.**
Five logins, five admins, five renewals - gone.

THE RETURN

# Your return on *Account-Based Sales.*

One sheet, three sections, **one total at the bottom** - worked for a 10-rep team; blanks for yours.

| | 10-REP EXAMPLE | YOUR TEAM |
|---|---|---|

## 01 *More revenue.*

a 10-rep team closing $1M each · $10.0M/yr (swap in your own)

**Deal size up 10%** - sell the whole committee, not one contact — **+$1.0M** _____

- Multi-threading drives "a larger deal size and higher overall revenue per account" (Highspot)
- ABM accounts close at **larger average deal sizes** than non-ABM accounts in every region (Forrester, 2024)
- **6-10 decision makers** on every complex purchase (Gartner) - our team sells their team

**Win rate up 10%** - multi-thread every deal — **+$1.1M** _____

- Multi-threaded $50K+ deals win **+130%** more often (Gong, 1.8M opportunities)
- Decision-makers engaged in the first half of the cycle: **+55%** more likely to close (Ebsta × Pavilion)
- Sell below the power line - no VP in the deal - and close rates drop **80%** (Gong Labs)

Each lever priced at a conservative **+10%** - a fraction of the measured lifts above. The floor, not the ceiling.

**New revenue, year one** — **+$2.1M** _____

## 02 *Higher productivity.*

every hour of prep is an hour not with the buyer

**Account prep by hand** - 2,300 hrs/yr across the team — **≈$200K** _____

**On Narrative** - the rep approves, the platform preps — **≈$6K** —

**Selling time returned** — **+$194K** _____

## 03 *Fewer tools.*

retired on day one - your invoices price this one

**Contact data · Sales signals · Scheduling · Video · Call capture** — **$** _____ _____

**Point tools retired** — **$** _____ _____

TOTAL RETURN YEAR ONE

**$2.3M+** /YR

÷ your Narrative investment = _____ **× return**

filled in together, in a 30-minute working session

SOURCES · HIGHSPOT · FORRESTER, 2024 · GARTNER · GONG, 1.8M OPPORTUNITIES · EBSTA × PAVILION, 2025 · GONG LABS, 9,056 OPPORTUNITIES