ABX Standup

An ABX Standup is a coordinated effort between AE, SDR and Marketing to keep their accounts moving forward. In standups, the AE, SDR, and Marketing team meet for a recurring 1:1 to discuss how to break into stuck top accounts and get a conversation with the account.

PROGRESS MADE SINCE LAST STANDUP

☐ **What's happening at the accounts?**

Summary:
_____
_____
_____

Next Steps:
_____
_____
_____

☐ **Who did you talk to?**

Summary:
_____
_____
_____

Next Steps:
_____
_____
_____

☐ **What did you learn?**

Summary:
_____
_____
_____

Next Steps:
_____
_____
_____

PLAN GOING FORWARD

☐ **Top 2-3 accounts to penetrate**

Summary:
_____
_____
_____

Next Steps:
_____
_____
_____

☐ **Top 2-3 existing opportunities to accelerate**

Summary:
_____
_____
_____

Next Steps:
_____
_____
_____

☐ **What actions will each person take (add and assign next steps)?**

Summary:
_____
_____
_____

Next Steps:
_____
_____
_____

☐ **What integrated plays will you run?**

Summary:
_____
_____
_____

Next Steps:
_____
_____
_____

Want meeting notes like this with no extra work?

With Hypercontext by Spinach, every meeting has a shared

BLOCKAGES

☐ **What's preventing movement?**

Summary:

_____

_____

_____

Next Steps:

_____

_____

_____

☐ **What can we do to remove what's getting in our way of forward progress?**

Summary:

_____

_____

_____

Next Steps:

_____

_____

_____

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