

## ABX Standup

Generated by [Hypercontext.com](https://hypercontext.com)

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:

---

---

---

### 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:

---

---

---