

FASTFORWARD: Signal-Based ABM Playbook

A 7-Step System to Turn ICP, Intent, and Data Into a Revenue-Driving ABM Engine

GTM ENGINEERING & SIGNAL-BASED OUTBOUND

FF.TECH

Why ABM — And Why Now

Most B2B teams don't have a strategy problem. They have an **execution problem**. They know how to define an ICP. They understand what ABM is supposed to look like. But knowing and building are two different things. Most companies never close the gap.

FastForward exists to close it. We are a GTM Engineering agency that operationalizes ABM. We build the systems, data infrastructure, and automated workflows that turn strategy into measurable revenue outcomes.



Accurate ICP Segmentation

Focus effort on high-potential accounts with precise scoring



Automated Signal Capture

Enrichment across first-, second-, and third-party data



Live Intent Workflows

Seller workflows powered by live intent — right accounts, right time



CRM-Native Process

Data-backed process your team can operate with clarity and confidence

This is an architecture for how we work.

Our 7-Step ABM System

From ICP definition to demand execution — every layer, built to compound. FastForward structures every ABM engagement around seven interconnected layers. Each step builds on the last. The result is a living, signal-driven system — not a static campaign.



Define & Backtest Your ICP Model

Evidence-backed targeting built from closed-won data and frontline rep insight



Map & Segment Your TAM

Scale your ICP across your full market universe with enriched, tiered account lists



Set Up Intent & Signal Tracking

Capture first-, second-, and third-party signals that reveal real buyer intent



Model Awareness Progression

Translate engagement into measurable awareness stages — cold, warm, active



Source & Segment Contacts

Build stakeholder maps for every target account and enrich contact data by persona tier



Orchestrate Demand by Tier

Execute tier-calibrated plays — 1:1 for must-win accounts, 1:many for scale



Align GTM with CRM & Slack

Close the loop with real-time alerts, feedback loops, and a unified source of truth



Each layer is scoped, built, and handed off with documentation and tooling your team can operate independently or that FastForward can continue to manage on a retainer basis.

Step 1: Define & Backtest Your ICP Model

Building a targeting foundation from real deal data. Every effective ABM system starts with a clear, data-backed Ideal Customer Profile. A model built on evidence from actual closed deals.

How We Build Your ICP

We pull two datasets from your CRM: **closed-won** and **closed-lost** accounts. From closed-won, we identify high-LTV patterns — deal velocity, engagement depth, product usage, and expansion potential. From closed-lost, we surface red flags: objections, pricing friction, and drop-off patterns.

We supplement CRM data with structured interviews with your AEs and CSMs — the qualitative layer that data alone misses.

ICP Framework Structure

Layer	What We Build
Firmographic Matching	Industry, headcount, funding stage, location, tech stack — sourced via Apollo, Clay, or Sales Navigator
Lookalike Modeling	AI-powered discovery of net-new accounts that behave like your best-fit customers
Backtesting	Validation against historical pipeline to confirm your model predicts conversion, cycle length, and retention

 **Documented ICP Model**
Backtested with firmographic and behavioral parameters

 **Segmentation Criteria**
Evaluate new accounts in seconds

 **Foundation Dataset**
Powers every downstream step in the ABM system

Step 2: Map & Segment Your TAM

Turning your ICP into a tiered, enriched, and actionable account universe. Once your ICP is validated, we scale it across your full addressable market. The output is a Target Account List (TAL) — enriched, tiered, and ready for activation in your CRM.

We compile accounts matching your ICP parameters using Apollo, Sales Navigator, and lookalike discovery tools. We then layer in enrichment data — firmographics, technographics, hiring signals, and intent indicators — to transform raw account lists into intelligence.

Tier 1 — Must Win 25–50 accounts 1:1 personalization, full buying committee engagement, custom assets	Tier 2 — High Potential 100–250 accounts Smart automation + personalization, role-based sequences	Tier 3 — Market Coverage 250–1,000+ accounts Awareness plays, retargeting, signal monitoring at scale
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FastForward Deliverables

- A verified TAM dataset sourced from multiple enrichment layers
- Tiered account lists with scoring criteria mapped to GTM effort
- CRM-ready account records with dynamic scoring and signal tracking activated

Step 3: Intent & Signal Tracking

Turning a static account list into a live buyer journey. Signals are the nervous system of a high-performance ABM motion. They tell you which accounts are active, which are warming, and which ones are ready for sales. FastForward builds signal infrastructure that captures intent across three data layers — and routes it where it matters.



First-Party Signals

Real activity from your own systems — email opens, replies, website visits, demo requests, webinar attendance.



Second-Party Signals

Shared data from trusted partners or platforms — ad engagement, champion tracking, referral activity.



Third-Party Signals

Public or aggregated external data — tech stack changes, hiring surges, leadership transitions, new funding rounds.

- ✔ We centralize every signal into your CRM — mapped to accounts and contacts with timestamped attribution. High-priority signals are routed in real time to Slack so reps act within hours, not days.

Signal Infrastructure

Connected to your CRM and outbound stack

Automated Scoring

Triggers that escalate accounts when engagement thresholds are hit

Slack Routing

High-priority alerts with rep-mapped notifications

Step 4: Awareness Progression Model

Understanding where each account sits in its buying journey. Not every account on your TAL is ready to buy. ABM that ignores this wastes budget and burns sales capacity. FastForward builds a structured awareness scoring model that maps every account to a defined stage — so your team knows exactly what action to take, and when.



Stage 1 — Identified

In TAL, no engagement. **Action:** Launch awareness plays.



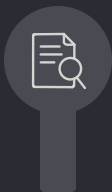
Stage 2 — Aware

Content interaction, ad engagement. **Action:** Nurture with relevant content.



Stage 3 — Engaged

Multiple touchpoints, site visits. **Action:** Begin personalized outreach.



Stage 4 — Evaluating

Pricing page, demo signals. **Action:** Activate sales plays immediately.



Stage 5 — Selecting

Multi-stakeholder engagement. **Action:** Full AE focus, consensus-building.

Awareness Scoring Model

Configured inside your CRM

Automated Stage Triggers

Based on engagement thresholds

Pipeline Heatmap

Account distribution across awareness stages

Steps 5 & 6: Contacts, Stakeholders & Demand Orchestration

Companies don't make buying decisions — people do. FastForward builds a complete stakeholder map for every Tier 1 and Tier 2 account, ensuring your outreach reaches the full buying committee with messages calibrated to each persona's priorities.

Three-Tier Stakeholder Framework

Tier	Role Type	Priority
Tier 1 — Decision Makers	Economic buyer, final approver, C-suite sponsor	Highest — executive-level personalization
Tier 2 — Champions	Evaluator, internal advocate, project lead	High — multi-touch nurture and enablement
Tier 3 — End Users	Day-to-day user, practitioner, team member	Medium — product-led and education content

Using Clay, Apollo, and Findymail, we source verified contact data for each stakeholder tier — populating emails, phone numbers, LinkedIn profiles, and persona tags. Every contact is linked to their account record in the CRM with defined influence tiers.

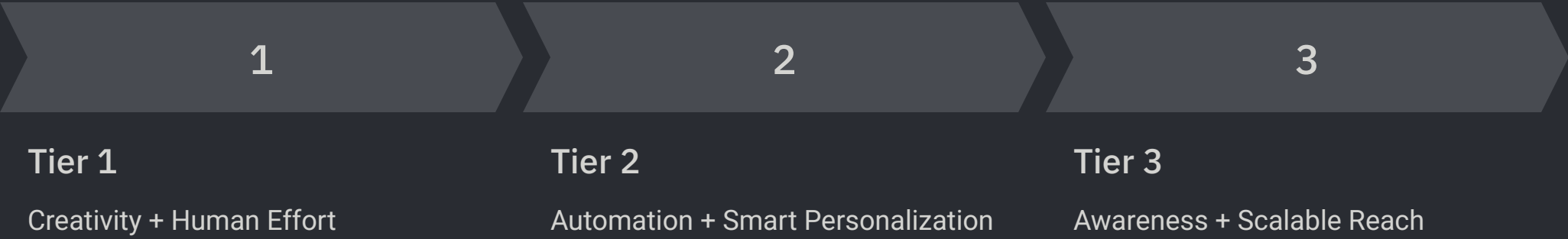
Demand Orchestration by Tier

Tier 1: 1:1 Plays

Warm intros, custom gifting, personalized microsites, tailored video from AE or founder, private event invitations, manual multi-channel outreach

Tier 2 & 3: 1:Many Plays

Automated sequences triggered by signals, paid social, personalized video at scale, role-based landing pages, co-marketing campaigns, targeted newsletters



Step 7: GTM Alignment — CRM & Slack

One source of truth. Real-time action. Closed-loop accountability. Demand generation is only as good as the infrastructure behind it. Without CRM alignment and real-time alerting, signals get missed, handoffs break down, and pipeline visibility evaporates.

CRM as Your ABM Operating System

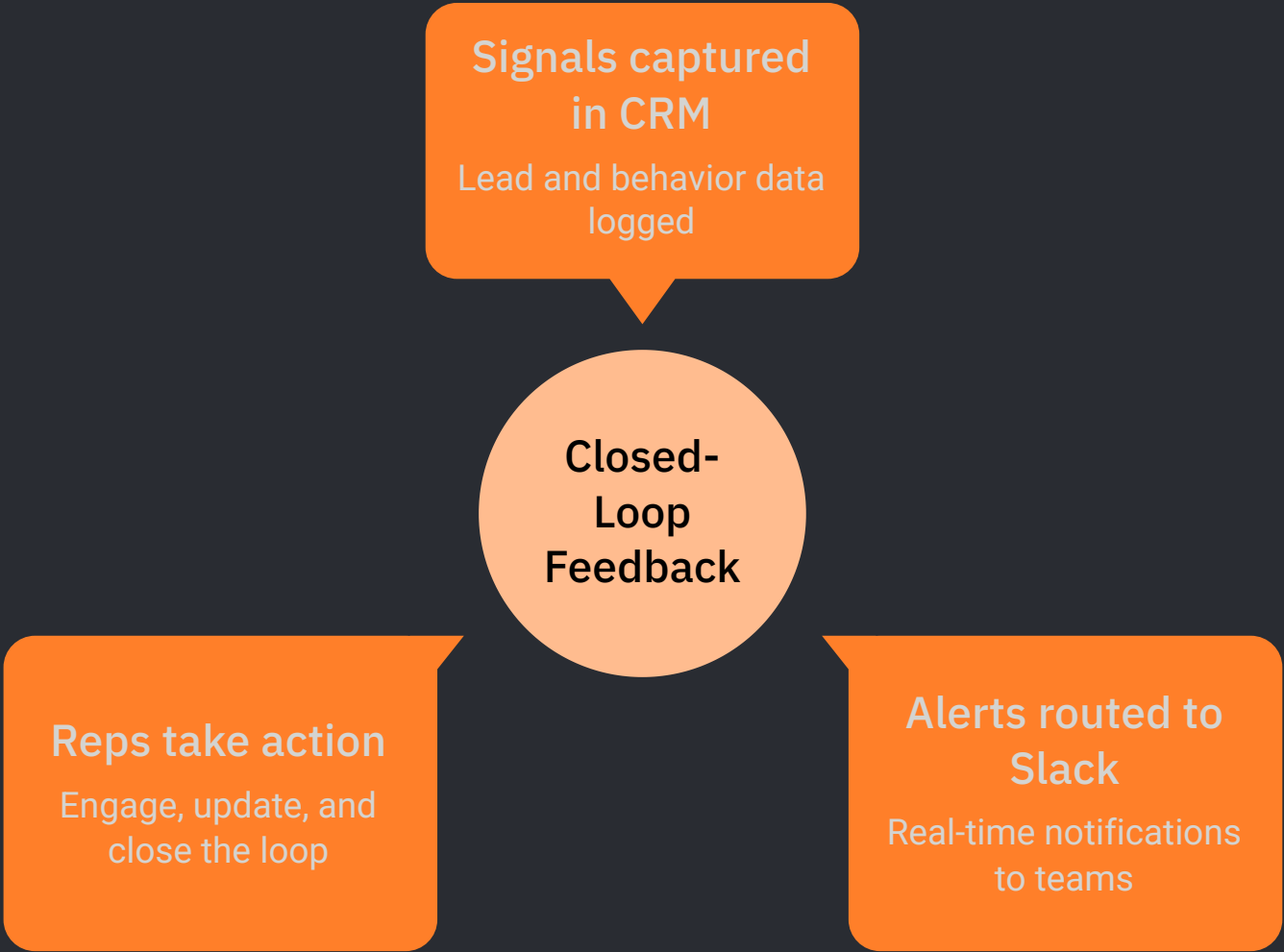
We configure your CRM to track every enriched data point, signal event, and stage transition — giving marketing, sales, and leadership a shared view of pipeline health at all times.

CRM Field	What It Tracks
Account Score	Combines fit score, intent signals, and engagement depth into a single prioritization metric
Persona Tier	Decision Maker, Champion, or End User — mapped per contact, per account
Awareness Stage	Where each account sits in the journey from Identified to Selecting
Signal Logs	Full behavioral timeline with timestamps and source attribution
Stakeholder Map	Linked contacts with defined roles and influence tiers

Slack as Your Real-Time Action Layer

The CRM stores intelligence. Slack drives action. We route high-priority signals to dedicated Slack channels so reps receive alerts the moment a Tier 1 account visits your pricing page, a champion changes jobs, or an engagement threshold is crossed.

- High-priority signal alerts routed to rep-specific Slack channels
- CRM owner IDs mapped to Slack user IDs for personalized notifications
- Daily or weekly Tier 1 Account Digest summaries for AEs
- Automated Slack messages triggered by awareness stage changes
- Bot-assisted next-step prompts with task creation directly from alerts

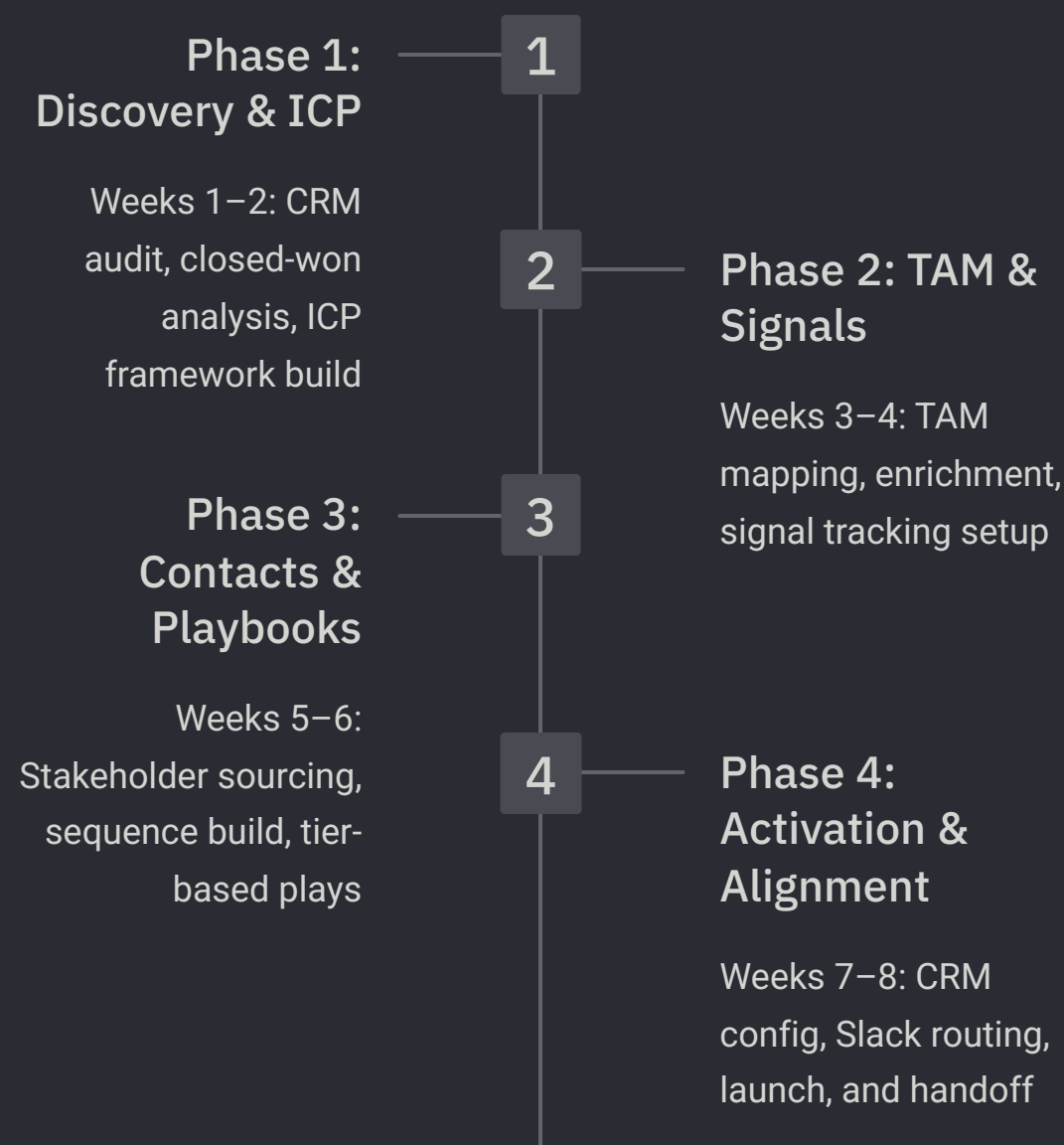


This continuous data flow ensures real-time rep motion and full leadership visibility into pipeline health — closing the loop between signal capture and sales action.

FastForward Engagement Model

Built for B2B companies that need systems, not slide decks. FastForward operates as an embedded GTM Engineering partner. We don't just design strategy — we build and operate the systems that execute it.

Typical Engagement Structure



What We Don't Do

We don't hand you a strategy doc and disappear. Every FastForward engagement ends with your team holding a **working system** — documented, trained on, and operational.

If you want us to continue managing it, we can. But you'll own it either way.

What We Build

- ICP model, TAM map, and tiered account list — enriched and CRM-ready
- Signal tracking infrastructure across your full GTM stack
- Contact sourcing and stakeholder mapping for Tier 1 & 2
- Awareness scoring and dynamic pipeline views in your CRM
- Tier-based outbound sequences and demand gen playbooks
- CRM and Slack alignment with real-time alerting and reporting

Ready to build your ABM system? FastForward GTM Engineering & Signal-Based Outbound. Let's talk about what this looks like for your business.

Talk to FastForward

Learn More at ff.tech