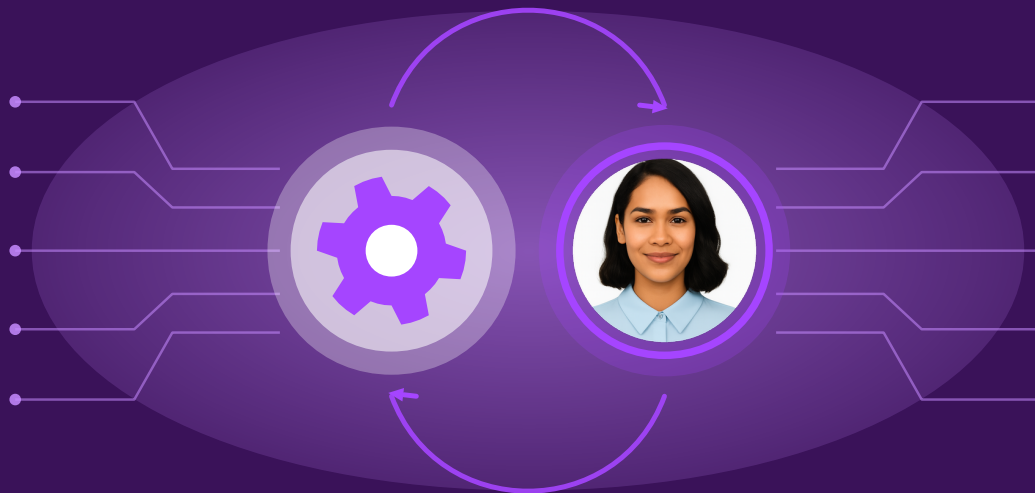




GTM MINI-PLAYBOOK · 05

How Digital Reps Power Account-Based GTM

ABM is account-based, but buying is committee-based. A Digital Rep gives every stakeholder in every target account a conversation of their own.



START HERE

How to use this playbook

Smooth AI is a buyer-led growth platform for B2B revenue teams. It lets you deploy a Digital Rep: a humanlike, interactive avatar that speaks with buyers in real time, answers their questions from your own knowledge, handles objections, qualifies interest and books meetings. Your Digital Rep can run on your website, on a branded landing page, or behind a shareable link you can put anywhere. Every play that follows assumes you have created, trained and deployed a Digital Rep of your own.



Sophie

Smooth AI's own Digital Rep, used as the example throughout this playbook

- ✓ Choose an avatar and a voice
- ✓ Give it a name that fits your brand
- ✓ Train it on your site and documents
- ✓ Set your sales and conversion model
- ✓ Deploy on your site or a shareable link
- ✓ Then run the plays that follow

Sophie is Smooth AI's own Digital Rep and appears here only as the example. Yours carries the name, avatar and voice you choose, so read Sophie as your own branded Digital Rep throughout.

THE PROBLEM

Account-based strategy. Committee-based buying.

You build a campaign for fifty target accounts. Then six people from one of those accounts arrive over three weeks: the economic buyer, the security architect, the practitioner, the IT lead, the champion and the executive sponsor. They land on the same page and read the same headline. Five of them do not find what they came for.



The personalization ceiling

Account-level personalization is achievable. Stakeholder-level personalization multiplies the content requirement past feasibility.



So you build to the average

The page speaks to a composite buyer who does not exist, and every real person who visits gets a partial answer.



The champion carries the load

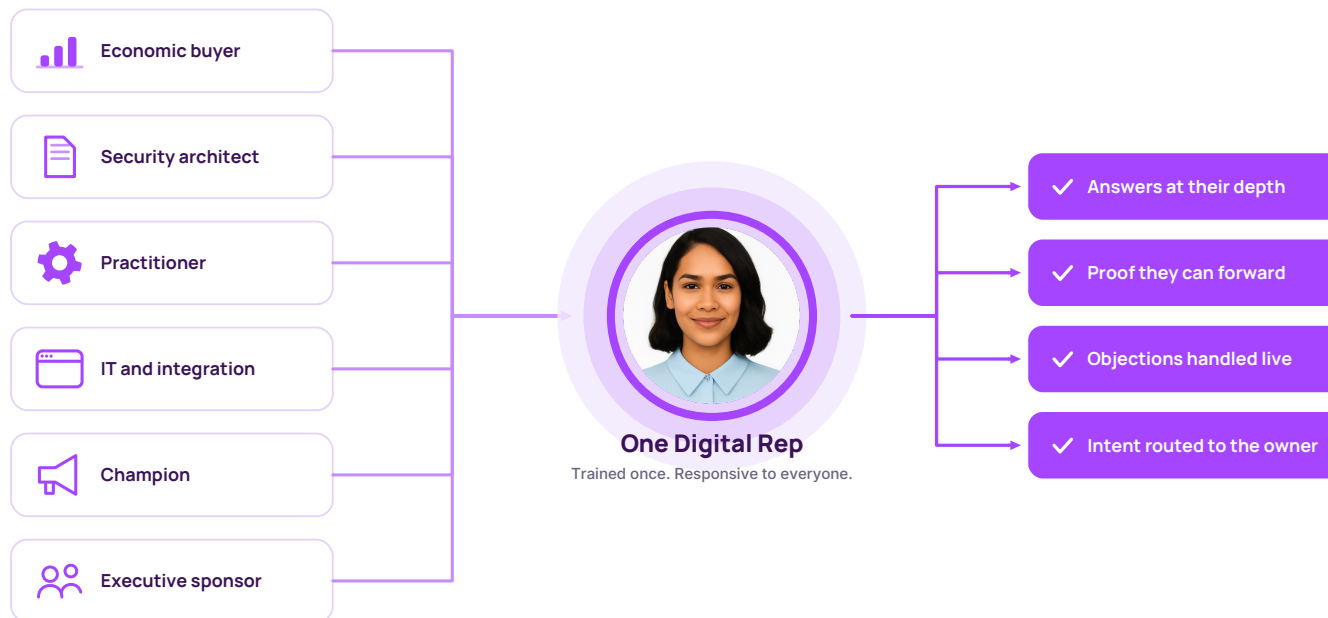
The one person who found what they needed must now explain your product to five colleagues on your behalf.

Six stakeholders across fifty accounts is three hundred distinct information needs. No content team ships that.

THE MOTION MAP

One Digital Rep. Every stakeholder in every account.

A Digital Rep does not need pre-built content for each stakeholder. It needs your knowledge, trained once, plus the ability to work out who it is speaking with and respond accordingly. Same page, same URL, same knowledge base, and six materially different conversations generated live.

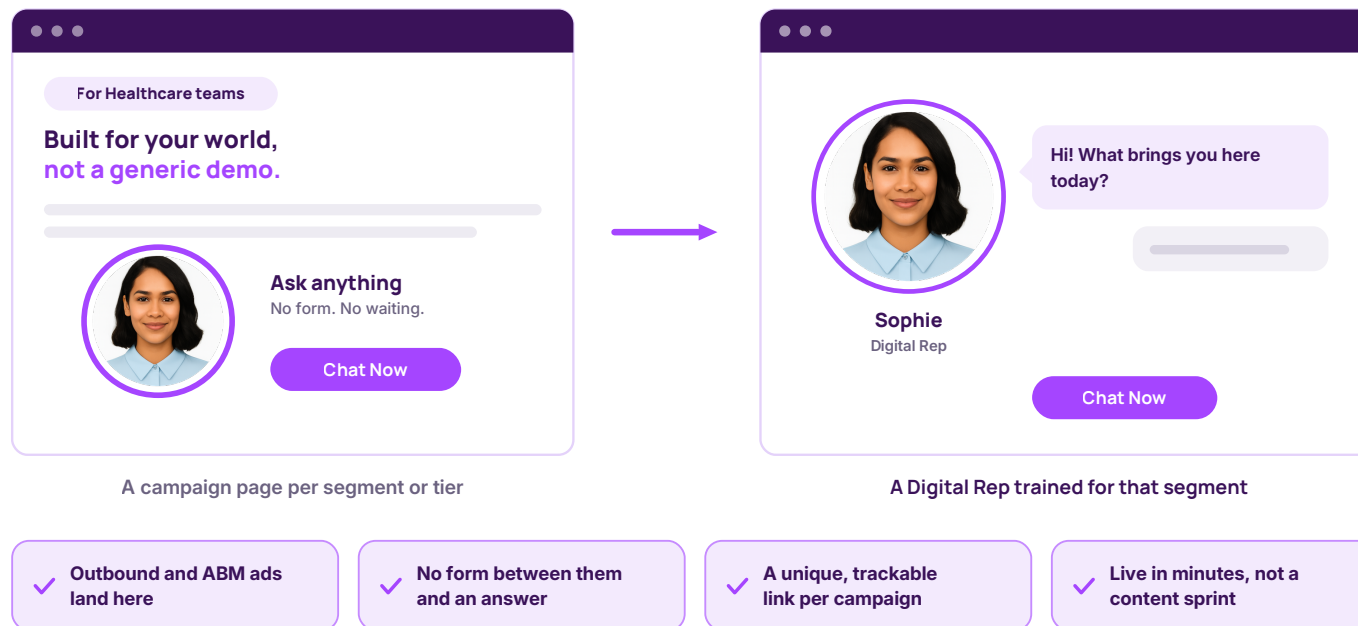


You are not building fifty landing pages. You are building one Digital Rep that can hold five hundred conversations.

PLAY 01

Deploy a campaign Digital Rep on a branded, shareable URL

Not your homepage. Give the campaign, the vertical or the account tier a page of its own, with a Digital Rep trained on the positioning, proof points and objection handling that segment actually needs. Then point the outbound sequence, the ABM ads and the partner co-marketing at that link instead of a form.

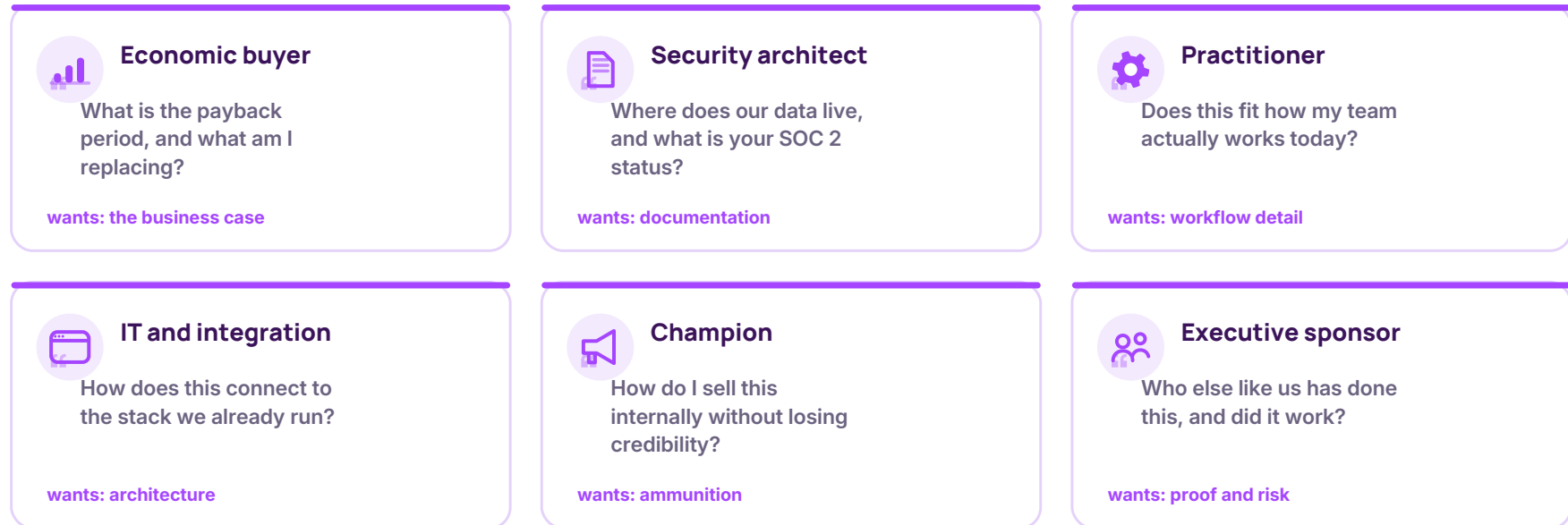


The conversation replaces the form as the destination for every account-based touch.

PLAY 02

Let every stakeholder self-serve at their own depth

The security architect asks about data residency at eleven at night and gets a precise answer plus the security slide. The finance director asks about payback and gets the ROI logic. The practitioner asks about daily workflow and gets a walkthrough. No gate, no qualification toll, no waiting for a calendar slot.



Every member of the buying group gets the answer they came for, in the same session they asked it.

PLAY 03

Give each vertical a Digital Rep that speaks its language

The credibility test in an account-based motion is whether these people understand my world, and it is passed or failed in the first exchange. An industry Digital Rep is trained solely on the positioning, regulatory context, proof points and vocabulary of one vertical.



Sophie, by vertical

One engine, trained separately for each industry you sell into

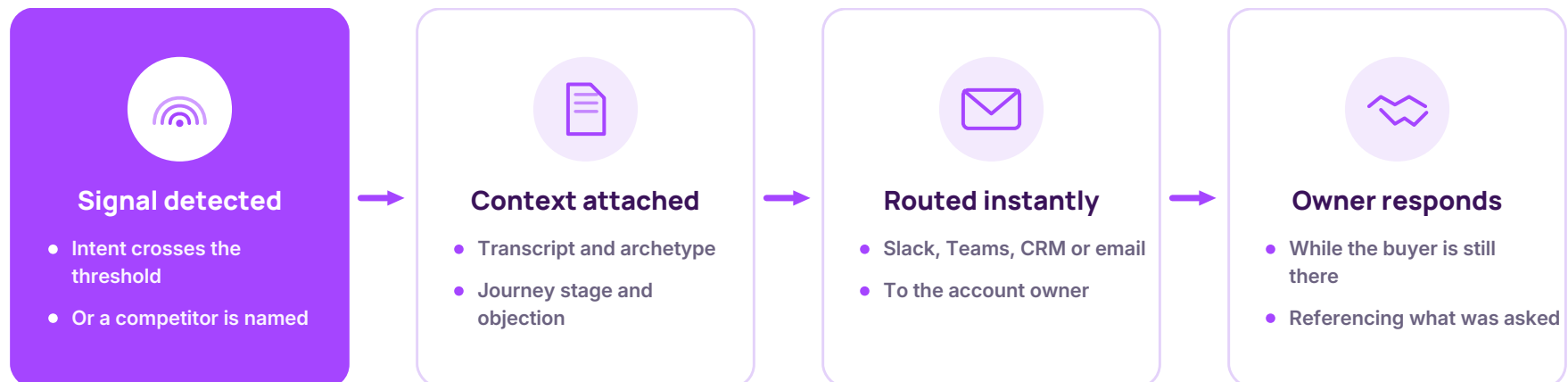
- ✓ Speaks the industry's vocabulary
- ✓ Cites the regulations that apply
- ✓ Uses proof points from that sector
- ✓ Handles sector-specific objections
- ✓ Runs on its own branded page
- ✓ Reports as its own campaign
- ✓ Clears the credibility test early
- ✓ Scales without new headcount

Relevance is a deployment decision, not a copywriting exercise.

PLAY 04

Route the signal with its context attached

When intent crosses the threshold or a competitor is named, the alert reaches the account owner in Slack, Teams or your CRM, carrying the transcript, the archetype, the journey stage and the objection that triggered it. The response happens while the buyer is still in the conversation.

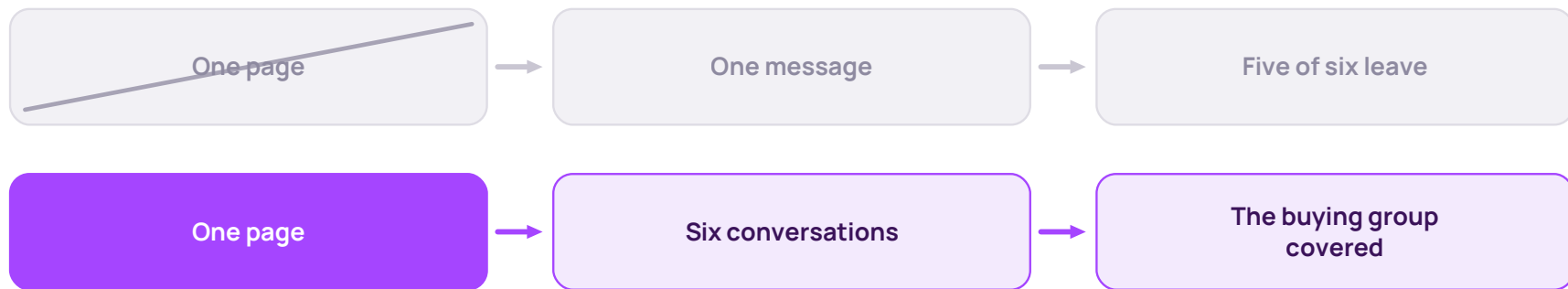


Not “a lead is hot,” but the exact question that made it hot, and who asked it.

WHY THIS WORKS

Personalize the conversation, not the page

Swapping in a logo and a funding round is token substitution, and buyers can see it. Responsiveness is the real thing. Within roughly two turns a Digital Rep has read the buyer's archetype: a Driver who wants the bottom line in three sentences reads very differently from an Analytical buyer who wants the methodology, and the Rep adapts pace, depth and proof to match.



Personalize the answers, not the greeting. Reciting a visitor's funding round reads as surveillance, not service.

THE IMPACT

Account reporting built on real conversations

Traditional account scoring tells you that four people from Acme visited and one downloaded a whitepaper. Conversation-based ABM tells you which functions have engaged, which have not, what each one was worried about, and where the buying group is stuck.

**Stakeholder coverage**

Which functions have engaged, and more usefully, which have not.

**Per-person concerns**

Not "Acme is interested" but what each stakeholder actually pushed on.

**Where the group is stuck**

Journey stage per person shows why a deal has stopped moving.

**Competitive presence**

Which alternative gets named, by whom, and in which accounts.

**Campaign comparison**

Which segment, tier or vertical produces real conversations.

**Response inside the window**

Signals reach the owner in minutes rather than at Thursday's review.

A deal where security has never asked a question is a deal with an unexamined veto sitting inside it.



Ready to run one account-aware campaign?

Point your next ABM sequence at a conversation instead of a form.

Try it free at www.getsmooth.ai

Deploy your Digital Rep today.

Smooth