

# PLAY #24:

## INTRA-TEAM EXPANSION ABM

Proactive | Mid-funnel | Targeted upsell motion

You’ve earned trust in one team. Now it’s time to grow that relationship from within.

This play focuses on expanding your footprint inside existing accounts by introducing a higher tier, new module, or adjacent product to the team already using (and benefiting from) your platform. It’s not about breaking into new departments; it’s about deepening value where traction already exists.

Start by spotting expansion-ready signals: feature usage plateaus, new hires, shifting workflows, or company growth. Then, launch a highly tailored campaign that builds on current success and positions your offer as the logical next step—not a sales push, but a partnership extension.

What it looks like in action

| Tactic                                  | Description                                                                                                                                     |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Detect usage-based triggers             | Use product data and CS insights to surface accounts ready for more (e.g., hitting feature limits, hiring new teammates, or scaling processes). |
| Build a personalized explainer          | Create a one-pager or mini-deck that shows exactly how their usage unlocks more value with the next tier or module.                             |
| Launch a CS- or AE-led message sequence | Highlight what’s changing in their org, and how your product has evolved to meet that change. Reference usage data directly.                    |
| Share peer milestone stories            | Send customer examples tied to their stage: “Teams like yours upgraded to X when they hit Y, and cut ramp time by 30%.”                         |
| Offer a consultative roadmap call       | Invite their lead decision-maker to a short planning session to map product evolution to their priorities.                                      |
| Insert upsell CTA in renewal flow       | When timing aligns, include an AI-personalized expansion insert in renewal comms tied to usage, product gaps, and growth goals.                 |



## WHY IT WORKS:

Customers grow. Their needs shift. And sometimes they don't realize that your product has grown (and can continue to grow) with them.

This campaign helps you proactively surface that delta, framing your new offering as an evolution rather than an upsell. It's rooted in context they already recognize: their own growth, their own goals, and their own team.