

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Measure ABM contribution without overstating attribution

QUESTION

Which pipeline question should an ABM attribution report answer before a team chooses a credit model?

GUIDE TAKEAWAY

Report observed activity, defined attribution, and business outcomes separately. Make the assumptions visible.

START HERE

Define the account cohort and starting opportunity state before selecting a credit model.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. State the pipeline question

Evidence or input

Output or decision

Owner and review point

2. Fix entity and event dates

Evidence or input

Output or decision

Owner and review point

3. Reconcile eligible records

Evidence or input**Output or decision****Owner and review point**

4. Compare attribution rules

Evidence or input**Output or decision****Owner and review point**

5. Separate credit from effect

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Opportunity creation view

Useful when: Assessing new pipeline formation

Limitation: Misses support for existing deals

Suggested action: Fix qualification criteria

Why this fits our situation**Evidence needed before acting**

Progression view

Useful when: Supporting open opportunities

Limitation: Needs reliable stage history

Suggested action: Define eligible transitions

Why this fits our situation**Evidence needed before acting**

Credit-model view

Useful when: Comparing tracked interactions

Limitation: Sensitive to tracking and rules

Suggested action: Show model sensitivity

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outsell.com/blogs/abm-attribution-and-pipeline/>

Publisher and evidence policy: <https://outsell.com/editorial-policy/>