

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Design account landing pages as decision workspaces

QUESTION

How can an account landing page help a buying group progress beyond a personalised greeting?

GUIDE TAKEAWAY

Account pages often repeat a company name, offer several case studies and ask every visitor to book a meeting. That is a destination for a campaign, but it may be a poor workspace for evaluating a purchase.

START HERE

Define the page's purpose.

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. Define the page's purpose

Evidence or input

Output or decision

Owner and review point

2. Confirm usable context

Evidence or input

Output or decision

Owner and review point

3. Organise by questions

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

4. Test the default route

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

5. Review evidence and links

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

Segment page

Useful when: Accounts share decision needs

Limitation: Less account-specific context

Suggested action: Validate common questions

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

Account workspace

Useful when: An active project has context

Limitation: Needs careful maintenance

Suggested action: Assign a review owner

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

Question-led default

Useful when: Identity is uncertain

Limitation: Offers limited tailoring

Suggested action: Observe navigation choices

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://outselll.com/blogs/account-landing-pages/>

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