

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Observe the ABM Agent Workflow Beyond Model Calls

QUESTION

What should teams record to explain why an ABM agent produced, delayed, or executed a particular recommendation?

GUIDE TAKEAWAY

Token counts and request latency describe computation but do not explain the account decision. A workflow can finish technically while producing a brief the seller cannot use.

START HERE

Assign a workflow run ID.

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. Assign a workflow run ID

Evidence or input

Output or decision

Owner and review point

2. Trace business stages

Evidence or input

Output or decision**Owner and review point**

3. Record decision outcomes

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

4. Link artifacts and receipts

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

5. Review failure patterns

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

Technical trace

Useful when: Locating tool and latency failures

Limitation: Does not establish business quality

Suggested action: Add business-stage events

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

Decision log

Useful when: Explaining approval and routing

Limitation: Requires disciplined schemas

Suggested action: Record reason and version

Why this fits our situation

Evidence needed before acting

Outcome scorecard

Useful when: Tracking usable work over time

Limitation: Cannot isolate every failure

Suggested action: Link outcomes to runs

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/agent-workflow-observability/>

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