

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

7 Checks for an Agentic ABM Technology Stack

QUESTION

Which technology responsibilities must be covered before an enterprise team adds agentic ABM to its existing stack?

GUIDE TAKEAWAY

Begin with the account record that sales actually uses. A research agent, activation platform, and dashboard can each describe the same company differently.

START HERE

Map system responsibilities.

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. Map system responsibilities

Evidence or input

Output or decision

Owner and review point

2. Verify account relationships

Evidence or input

Output or decision**Owner and review point**

3. Bound the agent's job

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

4. Test activation handoffs

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

5. Reconcile the pilot report

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

CRM-led operating stack

Useful when: Account relationships and seller records need consolidation

Limitation: Research and activation may require additional workflow design

Suggested action: Test one account's complete record path

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

Account-journey layer

Useful when: Teams need explicit state-based account queues

Limitation: Stage logic can hide multiple commercial situations

Suggested action: Validate customer and expansion cases

Why this fits our situation

Evidence needed before acting

Bounded AI workflow

Useful when: Research or drafting paths vary across accounts

Limitation: Needs evaluation, review, and execution boundaries

Suggested action: Pilot accepted outputs and exception handling

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/agentive-abm-technology-stack/>

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