

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

What an agentic ABM workflow actually looks like

QUESTION

Which ABM decisions benefit from an agent, and which should remain predictable steps in an operating process?

GUIDE TAKEAWAY

Start with one account brief, one decision owner, and one measurable handoff. Add agents only when the work between those points is clear.

START HERE

Map one sales decision before choosing the agents or tools.

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 business decisions

Evidence or input

Output or decision

Owner and review point

2. Define stage contracts

Evidence or input

Output or decision

Owner and review point

3. Bound research scope

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

4. Review uncertain transitions

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

5. Measure accepted work

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

Fixed workflow

Useful when: Known steps and eligibility rules

Limitation: Needs maintenance when rules change

Suggested action: Write stage contracts

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

Bounded research agent

Useful when: Search paths vary by account

Limitation: May miss evidence or over-search

Suggested action: Set evidence and stop rules

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

Human-led workflow

Useful when: Ambiguous buying situations

Limitation: Consumes specialist capacity

Suggested action: Automate preparation only

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/agent-ic-abm-workflow/>

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