

## OUTSELL PLAYBOOK

# OUTSELL JOURNAL — DECISION WORKSHEET

What research actually proves about AI in marketing work

## QUESTION

Which AI findings can inform an enterprise ABM pilot?

## GUIDE TAKEAWAY

Research supports testing suitable tasks with clear quality criteria. It does not establish that Outsell doubles a competitor's pipeline or that removing human judgment improves every decision.

## START HERE

Define accepted account work.

## 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 accepted account work

Evidence or input

Output or decision

Owner and review point

2. Select comparable baseline tasks

Evidence or input

Output or decision

**Owner and review point**

3. Measure time and rework

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

4. Check claim-level quality

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

5. Evaluate commercial outcomes separately

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

Published experiment

Useful when: Choosing a task to test

Limitation: Different setting and population

Suggested action: Record transfer assumptions

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

Platform documentation

Useful when: Designing an integration

Limitation: Capability is not performance

Suggested action: Inspect configuration and logs

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

Public case

Useful when: Studying an operating choice

Limitation: Publisher-reported experience

Suggested action: Check scope and attribution

### **Why this fits our situation**

### **Evidence needed before acting**

Your pilot

Useful when: Making a buying decision

Limitation: Selection and sample limits

Suggested action: Report baseline and uncertainty

### **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/ai-marketing-evidence/>

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