

## OUTSELL PLAYBOOK

# OUTSELL JOURNAL — DECISION WORKSHEET

AI writing for ABM: distinguish better drafts from better meetings

## QUESTION

How should a revenue team evaluate AI-generated messages?

## GUIDE TAKEAWAY

Evaluate correctness, role relevance and total production effort before measuring responses. Faster writing does not establish incremental pipeline.

## START HERE

Specify the buyer decision.

## 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. Specify the buyer decision

Evidence or input

Output or decision

Owner and review point

2. Freeze the message rubric

Evidence or input

Output or decision

**Owner and review point**

3. Review drafts without process labels

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

4. Measure full production effort

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

5. Test commercial response separately

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

Writing time

Useful when: Production capacity

Limitation: Excludes downstream effects

Suggested action: Include editing and approval

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

Message quality

Useful when: Usability before activation

Limitation: Rubric can miss context

Suggested action: Add rejection conditions

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

Reply rate

Useful when: Initial audience response

Limitation: Replies may be unqualified

Suggested action: Classify reply relevance

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

### **Evidence needed before acting**

Qualified meetings

Useful when: Commercial progression

Limitation: Requires comparable account groups

Suggested action: Define attended and qualified

### **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-writing-for-abm-messages/>

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