

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

B2B journey design: give each buying task the evidence it needs

QUESTION

How should ABM content help a buying group make progress?

GUIDE TAKEAWAY

Map the question, evidence and next action for each buying task. Keep those tasks connected across stakeholders and touchpoints instead of producing a large sequence of generic assets.

START HERE

Map the buying task.

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 the buying task

Evidence or input

Output or decision

Owner and review point

2. Identify required evidence

Evidence or input

Output or decision

Owner and review point

3. Assign the stakeholder and owner

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

4. Connect the next touchpoint

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

5. Review unresolved questions

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

Problem definition

Useful when: The need is still being clarified

Limitation: Diagnosis may be incomplete

Suggested action: Offer an operating worksheet

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

Technical evaluation

Useful when: Fit and risk are being assessed

Limitation: Claims need verifiable evidence

Suggested action: Provide a validation checklist

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

Investment preparation

Useful when: Value and effort are compared

Limitation: Estimates can be mistaken for results

Suggested action: Show assumptions and ranges

Why this fits our situation

Evidence needed before acting

Delivery planning

Useful when: The group needs an achievable plan

Limitation: Dependencies may remain open

Suggested action: Assign owners and acceptance

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/b2b-journey-evidence-design/>

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