

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

B2B omnichannel ABM: preserve the buyer's context across channels

QUESTION

What should stay consistent as an account moves between digital content and sales?

GUIDE TAKEAWAY

Preserve the business question, evidence and agreed next action across touchpoints. Choose channels from observed buyer needs rather than copying an average channel count.

START HERE

Identify the buyer transition.

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. Identify the buyer transition

Evidence or input

Output or decision

Owner and review point

2. Record the current question

Evidence or input

Output or decision

Owner and review point

3. Carry evidence and preferences

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

4. Assign the next owner

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

5. Review completed follow-through

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

Self-service content

Useful when: The buyer needs accessible evidence

Limitation: Activity may be anonymous

Suggested action: Provide a clear response path

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

Email conversation

Useful when: A specific question is raised

Limitation: Context can be lost

Suggested action: Record the question and answer

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

Seller meeting

Useful when: Discussion can resolve uncertainty

Limitation: Generic discovery can repeat work

Suggested action: Use the existing evidence

Why this fits our situation

Evidence needed before acting

Delivery handoff

Useful when: Implementation assumptions matter

Limitation: Commercial promises can diverge

Suggested action: Confirm the accepted scope

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-omnichannel-account-continuity/>

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