

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Equip a business champion to lead the internal discussion

QUESTION

How can ABM content help a champion advocate for change inside an enterprise?

GUIDE TAKEAWAY

An enthusiastic contact may like the solution yet lack the evidence or authority to move the organisation. Sending that person more vendor slides transfers the work of explaining the purchase onto them.

START HERE

Identify the next 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. Identify the next decision

Evidence or input

Output or decision

Owner and review point

2. Map internal reviewers

Evidence or input

Output or decision

Owner and review point

3. Build an editable kit

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

4. Validate key assumptions

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

5. Debrief the discussion

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

Editable discussion kit

Useful when: An internal review is planned

Limitation: Can lose nuance in edits

Suggested action: Review assumptions together

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

Stakeholder request template

Useful when: Reviewer help is needed

Limitation: Authority may be limited

Suggested action: Confirm internal owners

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

Specialist support

Useful when: Questions exceed the role

Limitation: Needs coordinated access

Suggested action: Agree the support format

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/business-champion-enablement/>

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