

## OUTSELL PLAYBOOK

# OUTSELL JOURNAL — DECISION WORKSHEET

Keep content useful when enterprise decisions take time

## QUESTION

How should ABM content support an account during a long or interrupted buying cycle?

## GUIDE TAKEAWAY

A long cycle is often treated as a need for more frequent reminders. Yet an account may be waiting for a budget decision, leadership change, integration review or internal capacity.

## START HERE

Record the pause reason.

## 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. Record the pause reason

Evidence or input

Output or decision

Owner and review point

2. Agree a review trigger

Evidence or input

Output or decision

**Owner and review point**

3. Maintain a dated brief

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

4. Send material updates

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

5. Revalidate before restart

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

Checkpoint nurture

Useful when: A review date is agreed

Limitation: Dates may shift

Suggested action: Confirm before restarting

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

Change-triggered update

Useful when: New evidence changes a decision

Limitation: Needs current account context

Suggested action: Explain the material change

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

Project catch-up brief

Useful when: Stakeholders have changed

Limitation: Can preserve stale assumptions

Suggested action: Revalidate the problem

### **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/content-for-long-buying-cycles/>

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