

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Give technical leaders evidence they can challenge

QUESTION

How should enterprise ABM earn a CTO's attention and support?

GUIDE TAKEAWAY

Technical buyers receive broad claims about scalability, security and seamless integration, yet those adjectives do not answer what will happen inside their environment. A CTO may support the business outcome while rejecting the architecture or delivery burden.

START HERE

Capture workload needs.

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. Capture workload needs

Evidence or input

Output or decision

Owner and review point

2. Draw system boundaries

Evidence or input

Output or decision**Owner and review point**

3. Document tradeoffs

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

4. Agree evaluation tests

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

5. Resolve technical blockers

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

Architecture brief

Useful when: System fit is being assessed

Limitation: Cannot prove implementation

Suggested action: Validate buyer constraints

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

Bounded technical evaluation

Useful when: A requirement needs testing

Limitation: May miss wider dependencies

Suggested action: Document scope and results

Why this fits our situation

Evidence needed before acting

Operations checklist

Useful when: Ownership is unclear

Limitation: Needs accountable reviewers

Suggested action: Assign each responsibility

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/cto-messaging/>

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