

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Convert event conversations into coordinated account follow-up

QUESTION

How should marketing turn event interactions into useful account actions?

GUIDE TAKEAWAY

An event list mixes people who requested help, had a substantive discussion, attended a session or simply registered. If all receive the same sales sequence, the strongest context is lost and weaker signals are exaggerated.

START HERE

Define capture fields.

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. Define capture fields

Evidence or input

Output or decision

Owner and review point

2. Record agreed next actions

Evidence or input

Output or decision**Owner and review point**

3. Confirm account mapping

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

4. Coordinate the account plan

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

5. Check promised follow-up

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

Request-based follow-up

Useful when: The buyer asked for help

Limitation: Depends on accurate capture

Suggested action: Deliver the promised action

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

Account conversation summary

Useful when: Several contacts engaged

Limitation: May combine unrelated projects

Suggested action: Confirm the opportunity

Why this fits our situation

Evidence needed before acting

Session-specific nurture

Useful when: Only attendance is known

Limitation: Readiness remains uncertain

Suggested action: Offer a relevant question route

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/event-to-account-follow-up/>

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