

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Ground Marketing Claims Before Personalizing Them

QUESTION

How should ABM teams keep generated account-specific copy tied to evidence and approved product facts?

GUIDE TAKEAWAY

Personalization combines evidence about the account with evidence about the seller's product. A reliable account source cannot substantiate a product performance claim, and approved product wording cannot establish buying intent.

START HERE

Separate evidence types.

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. Separate evidence types

Evidence or input

Output or decision

Owner and review point

2. Register approved claims

Evidence or input

Output or decision**Owner and review point**

3. Link exact source passages

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

4. Review sentence qualifiers

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

5. Use questions for uncertainty

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

Approved claim register

Useful when: Repeated product messaging

Limitation: Needs explicit ownership

Suggested action: Set conditions and review dates

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

Passage-level evidence

Useful when: Specific account observations

Limitation: May remain ambiguous

Suggested action: Verify sentence support

Why this fits our situation

Evidence needed before acting

Discovery framing

Useful when: Intent is unconfirmed

Limitation: Less assertive personalization

Suggested action: Ask a bounded question

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/grounding-marketing-claims/>

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