

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

How Outsell builds B2B communities around buyer value

QUESTION

How does Outsell apply its account expertise to community strategy, launch, participation and sales alignment?

GUIDE TAKEAWAY

Outsell's community expertise is an operating method: identify a shared buyer problem, build a useful participation journey, support expert hosts and connect explicit requests to the right next action.

START HERE

Research accounts and member 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. Research accounts and member needs

Evidence or input

Output or decision

Owner and review point

2. Define the promise and host roles

Evidence or input

Output or decision

Owner and review point

3. Prepare the founding cohort and formats

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

4. Launch with human-led participation

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

5. Review value and agreed sales requests

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

Practitioner learning circle

Useful when: Technical peers share recurring challenges

Limitation: Needs credible subject-matter hosts

Suggested action: Prepare a member-role map and clinic brief

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

Executive roundtable

Useful when: Senior buyers discuss a strategic tradeoff

Limitation: Requires careful curation and facilitation

Suggested action: Agree the discussion outcome and host

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

Customer advisory group

Useful when: Existing customers give structured feedback

Limitation: Feedback needs a visible response path

Suggested action: Assign product feedback ownership

Why this fits our situation

Evidence needed before acting

Champion enablement circle

Useful when: Buyers need resources for internal decisions

Limitation: Must preserve a useful learning purpose

Suggested action: Build a shareable decision worksheet

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/how-outsell-builds-b2b-communities/>

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