

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

7 Geographic and Cost Checks for India and Global ABM Delivery

QUESTION

How should an enterprise buyer compare India-focused, global, and hybrid ABM delivery options without assuming geography determines price or quality?

GUIDE TAKEAWAY

India-focused, multi-region, and hybrid teams are delivery options to investigate, not automatic quality or cost rankings. Begin with where buyers, sellers, approvers, and event participants actually work.

START HERE

Map the buyer footprint.

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. Map the buyer footprint

Evidence or input

Output or decision

Owner and review point

2. Standardize the work package

Evidence or input

Output or decision**Owner and review point**

3. Itemize total delivery costs

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

4. Test coverage and revisions

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

5. Agree continuity ownership

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

India-focused delivery team

Useful when: The proposed specialists match India buyer context and required hours

Limitation: Coverage outside those hours must be established

Suggested action: Request named roles and an escalation calendar

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

Multi-region delivery team

Useful when: Account work needs several languages or regional review windows

Limitation: More handoffs may complicate responsibility and cost

Suggested action: Inspect one cross-region revision path

Why this fits our situation

Evidence needed before acting

Hybrid specialist arrangement

Useful when: Local expertise and wider coordination are both needed

Limitation: Ownership gaps can emerge between contributors

Suggested action: Assign one lead and explicit acceptance boundaries

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/india-vs-global-abm-delivery/>

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