

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

McKinsey B2B case analysis: connect intelligence to seller action

QUESTION

Which operating mechanisms in McKinsey's published B2B cases are worth testing in an account programme?

GUIDE TAKEAWAY

Connect evidence to an owner's next decision. A useful agent system should improve a specific account action and make its reasoning inspectable.

START HERE

Define the account decision.

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 the account decision

Evidence or input

Output or decision

Owner and review point

2. Attach evidence and unknowns

Evidence or input

Output or decision

Owner and review point

3. Build the seller handoff

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

4. Collect acceptance and corrections

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

5. Evaluate the bounded cohort

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

Opportunity intelligence

Useful when: An account has an evidenced reason to investigate

Limitation: A public trigger is not a purchase commitment

Suggested action: Record relevance, unknowns, and owner

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

Seller support

Useful when: The owner needs context for a complex conversation

Limitation: Preparation efficiency is not campaign ROI

Suggested action: Review the brief and claim evidence

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

Pipeline reporting

Useful when: The play influences recorded opportunities

Limitation: Pipeline is not booked revenue or proof of causality

Suggested action: Agree baseline and metric definitions

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/mckinsey-b2b-growth-case-analysis/>

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