

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Diagnosing missing buying-group coverage

QUESTION

Which decision roles remain unverified or unengaged at a target account?

GUIDE TAKEAWAY

Contact volume can obscure coverage gaps. An account may have several enthusiastic users but no verified budget owner, technical evaluator, procurement lead, or executive sponsor.

START HERE

List required decisions.

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. List required decisions

Evidence or input

Output or decision

Owner and review point

2. Map people and roles

Evidence or input

Output or decision

Owner and review point

3. Expose unknown coverage

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

4. Agree introductions

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

5. Refresh at milestones

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

Contact list

Useful when: Finding potential participants

Limitation: Shows names without decision relevance

Suggested action: Assign and verify roles

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

Decision-role map

Useful when: Planning evaluation coverage

Limitation: Role assumptions can look confirmed

Suggested action: Label confidence and evidence

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

Relationship map

Useful when: Coordinating account team access

Limitation: Network access is not authority

Suggested action: Confirm influence in discovery

Why this fits our situation

Evidence needed before acting

Coverage review

Useful when: Checking stage readiness

Limitation: Rigid checklists create bureaucracy

Suggested action: Focus on next required decision

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/missing-buying-group-coverage/>

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