

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

7 Checks Before Trusting an ABM Results Claim

QUESTION

What evidence should an enterprise buyer request before treating ABM case studies, ROI, quotes, or awards as proof of likely results?

GUIDE TAKEAWAY

A credible case study should describe the buying situation, eligible account population, starting opportunity state, programme scope, dates, and delivery conditions. Ask which elements resemble your situation and which do not.

START HERE

Check case comparability.

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. Check case comparability

Evidence or input

Output or decision

Owner and review point

2. Define the engagement event

Evidence or input

Output or decision**Owner and review point**

3. Audit costs and value basis

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

4. Inspect measurement records

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

5. Match claims to evidence

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

Documented case study

Useful when: Assessing delivery context and programme fit

Limitation: May be selected and lack a causal comparison

Suggested action: Request scope, dates, and underlying definitions

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

Reconciled performance report

Useful when: Checking account and opportunity outcomes

Limitation: Tracking and credit rules limit interpretation

Suggested action: Audit included and excluded records

Why this fits our situation

Evidence needed before acting

Planned comparison or experiment

Useful when: Evaluating a specific incremental effect

Limitation: Requires adequate design, exposure, and precision

Suggested action: Agree assignment and one primary outcome

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

Verified quote or award

Useful when: Understanding a bounded experience or recognition

Limitation: Does not establish universal commercial results

Suggested action: Inspect the original source and scope

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/proof-of-abm-results/>

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