

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Rare ABM conversions: evaluate the accounts sales can actually work

QUESTION

Why can high prediction accuracy still produce a poor sales queue?

GUIDE TAKEAWAY

When conversions are uncommon, overall accuracy can hide missed opportunities. Report precision and recall at the team's capacity, alongside prevalence and the cost of errors.

START HERE

Define eligible accounts and outcome.

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 eligible accounts and outcome

Evidence or input

Output or decision

Owner and review point

2. Count the event prevalence

Evidence or input

Output or decision

Owner and review point

3. Evaluate at sales capacity

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

4. Inspect false and missed positives

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

5. Validate on a later cohort

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

Accuracy

Useful when: Overall classification

Limitation: Can hide rare-outcome failure

Suggested action: Show a confusion matrix

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

Precision

Useful when: Quality of the selected queue

Limitation: Changes with prevalence

Suggested action: Report selected count and population

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

Recall

Useful when: Coverage of observed outcomes

Limitation: Higher coverage can increase workload

Suggested action: Use the actual capacity

Why this fits our situation

Evidence needed before acting

Calibration

Useful when: Probability reliability

Limitation: Different from ranking

Suggested action: Compare predicted and observed bands

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/rare-conversions-and-precision-recall/>

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