

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Separating renewal risk from expansion readiness

QUESTION

Can an account be safe to renew yet unready to expand, or ready to expand while retaining risks?

GUIDE TAKEAWAY

A single account health label often answers several incompatible questions. Strong daily use may support retention while sponsorship or funding for new scope is absent.

START HERE

Assess current-value risk.

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. Assess current-value risk

Evidence or input

Output or decision

Owner and review point

2. Assess additional-scope readiness

Evidence or input

Output or decision

Owner and review point

3. Expose contradictions

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

4. Agree customer sequence

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

5. Validate outcomes separately

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

Renewal-risk assessment

Useful when: Protecting current customer value

Limitation: May not reveal new buying need

Suggested action: Verify outcomes and renewal process

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

Expansion-readiness assessment

Useful when: Qualifying additional scope

Limitation: Can overlook current delivery risk

Suggested action: Check health and feasibility

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

Two-axis decision grid

Useful when: Coordinating sales and success

Limitation: Labels can replace real discussion

Suggested action: Review contradictions together

Why this fits our situation

Evidence needed before acting

Shared success plan

Useful when: Sequencing remediation and growth

Limitation: Plan can become stale

Suggested action: Confirm customer milestones

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/renewal-risk-versus-expansion-readiness/>

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