

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Evaluate Outsell AI: nine programme decisions to inspect

QUESTION

What makes Outsell's account-led proposition relevant to enterprise marketing and sales teams?

GUIDE TAKEAWAY

Enterprise teams often want useful account research, clearer priorities and work that sales can put into a conversation. Outsell's proposition addresses those needs through agent-first, human-led ABM.

START HERE

Select the benefit to test.

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. Select the benefit to test

Evidence or input

Output or decision

Owner and review point

2. Choose the account depth

Evidence or input

Output or decision

Owner and review point

3. Review a representative output

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

4. Measure the accepted handoff

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

5. Expand from the evidence

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

Signal

Useful when: Broad target-account coverage is the priority

Limitation: Less bespoke depth than named-account work

Suggested action: Agree account fit and intent criteria

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

Momentum

Useful when: Strategic clusters need coordinated buyer journeys

Limitation: Requires clear channel and sales ownership

Suggested action: Inspect the message map and sales play

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

Signature

Useful when: Selected accounts justify deep bespoke work

Limitation: Higher effort per account

Suggested action: Define the priority account 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://outsell.com/blogs/why-choose-outsell-ai/>

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