

OUTSELL PLAYBOOK

OUTSELL AI

Relevance earns revenue.

MOMENTUM / BUYING-GROUP COORDINATION

Connect the buying group.

A coordinated programme for account clusters that share a relevant business problem. Adapt messages across roles, buying stages, and channels, then connect observed activity to CRM progression.

Choose this when

Your team needs several stakeholders and channels to work toward the same account objective.

Account scope

An agreed cluster of strategic accounts. Account count, buying roles, and channel coverage are scoped together.

Personalisation

Buying role, decision stage, previous engagement, and the shared account problem.

You receive

Buying-group maps, a layered message matrix, a coordinated journey, sales handoff rules, and an attribution readout.

Your team provides

Account ownership, CRM records, channel access, consent and tracking settings, and marketing and sales review owners.

Setup and launch

Setup includes account matching, tracking checks, journey approval, and sales alignment. We agree a launch date after validating those dependencies.

Investment factors

Account and stakeholder coverage, channel operations, asset variants, and measurement complexity determine the quote.

Scope boundaries

Attribution covers observable, matched touchpoints under an agreed model. Bespoke named-account campaigns and unavailable data are outside the base scope.

What we measure

Stakeholder engagement, accepted handoffs, account progression, and defined influenced pipeline. Attribution assigns credit; it does not establish causality.

WORKING MODEL

Specialist AI agents support intelligence, strategy, content, activation, and measurement. Human strategists guide and review the work.

Scope, investment, required data, channels, and measurement are agreed before activation.

START A CONVERSATION

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