

OUTSELL PLAYBOOK

OUTSELL AI

Relevance earns revenue.

SIGNAL / ACCOUNT PRECISION

Prioritise your account universe.

A programme for a target universe of 1,000 accounts. Agree fit and intent criteria, prioritise the evidence, and build messages by company and buying role.

Choose this when

Your team needs relevant coverage across a broad target universe.

Account scope

1,000 target accounts. The number meeting intent criteria depends on the evidence available; being on the list does not mean an account is ready to buy.

Personalisation

Company context and buying role, using shared message logic across relevant segments.

You receive

A prioritised account list, evidence fields, a persona message matrix, agreed activation assets, and an engagement readout.

Your team provides

Your ideal customer profile, account exclusions, approved product claims, available signals, and a sales owner.

Setup and launch

Launch follows list validation, message approval, and access checks. The setup schedule is agreed after discovery.

Investment factors

Research coverage, data licences, asset volume, and activation channels determine the quote. Media and third-party licences are identified separately.

Scope boundaries

Deep individual-account research, bespoke executive campaigns, and multi-touch attribution require additional scope.

What we measure

Qualified engagement, stakeholder coverage, and accepted sales handoffs. Intent is a prioritisation input, not a purchase prediction.

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

rvinayjain07@gmail.com

<https://outselll.com/>