

OUTSELL PLAYBOOK

OUTSELL AI

Relevance earns revenue.

SIGNATURE / NAMED-ACCOUNT STRATEGY

Build around one account's decision.

Bespoke work for selected named accounts where the business problem, relationship, and buying group justify deeper attention. Each account gets an individual research and engagement plan.

Choose this when

A specific strategic account needs its own business case, executive narrative, or opportunity play.

Account scope

A selected set of named accounts, each with its own brief. The visual shows the work for one account; it does not fix the total programme count.

Personalisation

The individual account, stakeholder, business challenge, relationship stage, and live opportunity context.

You receive

Sourced account dossiers, stakeholder narratives, bespoke pages or executive assets, and an opportunity-specific sales play.

Your team provides

An account sponsor, existing relationship context, approved technical evidence, and access to the people who can validate the account hypothesis.

Setup and launch

Research and discovery precede production. The schedule reflects evidence availability, stakeholder access, and the asset scope for each account.

Investment factors

Named-account count, research depth, executive content, bespoke production, and account-team support determine the quote.

Scope boundaries

Executive access, meetings, opportunity creation, and revenue are not guaranteed. Unverified internal account assumptions remain hypotheses.

What we measure

Relationship depth, resolved buyer questions, opportunity progression, and expansion readiness against an agreed baseline.

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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