

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

A 90-day enterprise ABM pilot your sales team can use

QUESTION

What must a pilot teach your team before you scale?

GUIDE TAKEAWAY

Make the pilot a sequence of reviewable decisions. At day 90, you should know what to continue, improve, or stop.

START HERE

Write the learning question and what the pilot can reasonably observe in 90 days.

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. Agree the learning question

Evidence or input

Output or decision

Owner and review point

2. Baseline the account cohort

Evidence or input

Output or decision

Owner and review point

3. Validate a complete play

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

4. Activate and review weekly

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

5. Decide what should scale

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

Alignment gate

Useful when: Account universe or ownership is unclear

Limitation: Launch remains blocked until owners agree

Suggested action: Approve list, exclusions, and baseline

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

Play validation

Useful when: Messages and evidence need testing

Limitation: Production volume can conceal weak context

Suggested action: Review representative briefs and assets

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

Activation review

Useful when: The play is live and sales receives responses

Limitation: Activity alone does not prove usefulness

Suggested action: Examine accepted handoffs and buyer feedback

Why this fits our situation

Evidence needed before acting

Scale decision

Useful when: The pilot has accumulated usable evidence

Limitation: Short windows may not show closed revenue

Suggested action: Continue, revise, or stop the account play

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/90-day-enterprise-abm-pilot/>

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