

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

How to prioritise ABM accounts when everything looks important

QUESTION

Which accounts deserve scarce research and sales attention this week?

GUIDE TAKEAWAY

Account prioritisation often breaks when strategic value, recent activity, and salesperson preference are combined into a single unexplained score. The resulting list can look precise while hiding the judgement that produced it.

START HERE

Check account eligibility.

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. Check account eligibility

Evidence or input

Output or decision

Owner and review point

2. Validate the current context

Evidence or input

Output or decision

Owner and review point

3. Choose action or research

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

4. Assign owner and next step

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

5. Review the queue outcome

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

Act now

Useful when: Fit and a relevant next step are supported

Limitation: Requires an available owner

Suggested action: Assign the action and response date

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

Research next

Useful when: Fit is plausible but the business context is incomplete

Limitation: Research must answer a defined question

Suggested action: Validate the trigger and buying situation

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

Monitor

Useful when: Fit exists but timing is uncertain

Limitation: Monitoring can become a permanent holding queue

Suggested action: Set an evidence-based review date

Why this fits our situation

Evidence needed before acting

Exclude or reroute

Useful when: Account conflicts with scope or ownership

Limitation: Activity can distract from eligibility

Suggested action: Record the reason and correct owner

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/abm-account-prioritisation/>

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