

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

9 criteria for comparing ABM agencies: a practical Outsell fit scorecard

QUESTION

How do you compare ABM partners on specialisation, execution, proof and commercial fit?

GUIDE TAKEAWAY

Score each criterion from zero to three: absent, advertised, demonstrated in a relevant sample, or corroborated by applicable evidence. Treat this as a proposed procurement framework, not an independent rating of Outsell or another provider.

START HERE

Weight the nine criteria.

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. Weight the nine criteria

Evidence or input

Output or decision

Owner and review point

2. Collect the source evidence

Evidence or input

Output or decision**Owner and review point**

3. Inspect a complete account play

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

4. Resolve scope and proof gaps

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

5. Agree a bounded pilot

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

Advertised capability

Useful when: A provider states its intended scope

Limitation: Does not establish successful delivery

Suggested action: Request a relevant sample

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

Demonstrated capability

Useful when: A sample shows the complete account play

Limitation: May be a curated demonstration

Suggested action: Inspect errors and review decisions

Why this fits our situation

Evidence needed before acting

Corroborated delivery

Useful when: A relevant reference or case supplies evidence

Limitation: Results depend on starting conditions

Suggested action: Verify definitions and comparability

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://outsell.com/blogs/abm-agency-comparison-scorecard/>

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