

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

An ABM launch-readiness checklist for enterprise teams

QUESTION

What should be true before an account journey goes live?

GUIDE TAKEAWAY

A launch date can create pressure to approve work that is individually polished but operationally incomplete. A message may be ready while the target list is unresolved.

START HERE

Confirm scope and account owners.

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. Confirm scope and account owners

Evidence or input

Output or decision

Owner and review point

2. Validate messages and claims

Evidence or input

Output or decision

Owner and review point

3. Test the complete buyer journey

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

4. Verify routing and measurement

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

5. Record the launch decision

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

Account readiness

Useful when: Fit, exclusions, and ownership are agreed

Limitation: Unresolved account mapping creates conflicting actions

Suggested action: Approve a representative account walkthrough

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

Content readiness

Useful when: Claims and buyer questions are supported

Limitation: Visual polish can conceal unsupported evidence

Suggested action: Check sources and the promised next step

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

Journey readiness

Useful when: Destinations and handoffs work end to end

Limitation: Individual assets can pass while the flow fails

Suggested action: Test the full buyer and sales path

Why this fits our situation

Evidence needed before acting

Measurement readiness

Useful when: Events and CRM records support agreed reporting

Limitation: Unobserved interactions limit conclusions

Suggested action: Document coverage and verify recorded events

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-launch-readiness-checklist/>

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