

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

7 checks for choosing a provider with ABM as a core service

QUESTION

What evidence distinguishes a credible ABM provider from an unsupported service claim?

GUIDE TAKEAWAY

A provider can list ABM on its website while offering only account-targeted advertising. Ask how account selection, research, message development, activation, seller support and measurement connect in a real delivery plan.

START HERE

Define the delivery problem.

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. Define the delivery problem

Evidence or input

Output or decision

Owner and review point

2. Inspect an account brief

Evidence or input

Output or decision

Owner and review point

3. Trace a buyer requirement

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

4. Test seller handoffs

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

5. Agree acceptance measures

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

Internal account team

Useful when: Skills and seller coordination already exist

Limitation: Capacity may constrain execution

Suggested action: Identify the missing capability

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

ABM specialist

Useful when: Account decisions need concentrated support

Limitation: Wider brand or web scope may be separate

Suggested action: Inspect proposed deliverables

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

Full-service agency with ABM capability

Useful when: Broad and account programmes need coordination

Limitation: Account depth must be substantiated

Suggested action: Test the assigned team's method

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-specialist-vs-full-service-agency/>

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