

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Design ABM webinars around a shared evaluation task

QUESTION

How can a webinar create useful progress for target accounts?

GUIDE TAKEAWAY

A broad webinar topic may fill a registration list yet leave sales with little understanding of what an account needs next. In enterprise buying, attendance can mean general learning, comparison research or an active evaluation.

START HERE

Choose an evaluation task.

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. Choose an evaluation task

Evidence or input

Output or decision

Owner and review point

2. Invite relevant roles

Evidence or input

Output or decision

Owner and review point

3. Prepare a working tool

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

4. Capture questions in context

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

5. Route useful next actions

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

Evaluation workshop

Useful when: A concrete task is shared

Limitation: Smaller eligible audience

Suggested action: Prepare a working tool

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

Technical demonstration

Useful when: Capabilities need explanation

Limitation: Conditions limit conclusions

Suggested action: Publish test assumptions

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

Indexed on-demand session

Useful when: Colleagues need specific answers

Limitation: Less direct discussion

Suggested action: Offer question submission

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-webinars/>

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