

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Evaluate Account Cohorts at Comparable Maturity

QUESTION

How can an enterprise ABM team compare account cohorts without letting selection and follow-up differences dictate the result?

GUIDE TAKEAWAY

A recent target list may differ from an earlier list in tier, territory, baseline engagement, account-family structure, and existing opportunities. It has also had less time to mature.

START HERE

Freeze dated membership.

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. Freeze dated membership

Evidence or input

Output or decision

Owner and review point

2. Record the starting state

Evidence or input

Output or decision**Owner and review point**

3. Set equal follow-up windows

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

4. Check cohort balance

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

5. Keep assigned accounts visible

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

Entry-date cohorts

Useful when: Comparing program maturity

Limitation: Starting mix may differ

Suggested action: Record baseline state

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

Matched cohorts

Useful when: Reducing observable differences

Limitation: Unmeasured selection remains

Suggested action: Disclose balance and gaps

Why this fits our situation

Evidence needed before acting

Randomized account cohorts

Useful when: Estimating assignment effects

Limitation: Needs adequate design and isolation

Suggested action: Plan allocation before launch

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/account-cohort-evaluation/>

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