OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Agent marketplace private offers: an ABM proof plan for software and services bundles

QUESTION

How should a SaaS or IT-services partner market a bundled private offer without turning simpler procurement into an unsupported outcome claim?

GUIDE TAKEAWAY

Treat the private offer as a commercial container, not the value proposition. Prove the buyer problem, component responsibilities, commercial boundaries, implementation path and renewal evidence before asking procurement to accept one transaction.

START HERE

Define one buyer problem and qualified cohort.

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 one buyer problem and qualified cohort

Evidence or input

Output or decision

Owner and review point

2. Map every bundle component and accountable owner

Evidence or input

Output or decision

Owner and review point

3. Match buyer roles to verified evidence

Evidence or input

Output or decision

Owner and review point

4. Gate private-offer creation on unresolved questions

Evidence or input

Output or decision

Owner and review point

5. Measure decision quality, delivery and renewal separately

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Separate direct contracts

Useful when: Components need different terms or owners

Limitation: More procurement coordination

Suggested action: Use a shared responsibility matrix

Why this fits our situation

Evidence needed before acting

Marketplace private offer

Useful when: Eligible components fit one transaction

Limitation: One invoice can obscure boundaries

Suggested action: Attach scope, ownership and acceptance evidence

Why this fits our situation

Evidence needed before acting

Software-only offer

Useful when: Buyer has delivery capability

Limitation: Adoption work may be under-scoped

Suggested action: Document implementation dependencies

Why this fits our situation

Evidence needed before acting

Outcome-based programme

Useful when: Scope and measures can be bounded

Limitation: Attribution and change control are difficult

Suggested action: Define baseline, acceptance and exceptions

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/agent-marketplace-private-offer-abm/

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