

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

7 ways to market enterprise AI with specific buyer evidence

QUESTION

How can account-based work make an enterprise AI proposition easier to evaluate?

GUIDE TAKEAWAY

An enterprise AI pitch becomes useful when it explains a specific task, operating context and desired outcome. Broad promises about intelligence or transformation leave reviewers to translate the offer into their own work.

START HERE

Define the workload.

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 workload

Evidence or input

Output or decision

Owner and review point

2. Map required evidence

Evidence or input

Output or decision

Owner and review point

3. Agree evaluation criteria

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

4. Review claims and ownership

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

5. Track accepted buyer tasks

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

Product-led evaluation

Useful when: A simple purchase can be assessed independently

Limitation: Less support for organisational approval

Suggested action: Clarify product and trial evidence

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

Evidence-led account cluster

Useful when: Accounts share a material AI decision

Limitation: Workload conditions still vary

Suggested action: Validate common evaluation questions

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

Named-account evaluation support

Useful when: An important project needs tailored evidence

Limitation: Requires access and specialist review

Suggested action: Agree scope and acceptance criteria

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/agentive-abm-for-ai-companies/>

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