

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

8 ways account plays can support SAP services sales

QUESTION

How can reviewed agentic account work support the commercial evaluation of SAP services?

GUIDE TAKEAWAY

An account's use of SAP does not identify a services opportunity. Ask which business process, implementation, migration or support decision the buyer is considering.

START HERE

Define the project question.

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 project question

Evidence or input

Output or decision

Owner and review point

2. Map accountable reviewers

Evidence or input

Output or decision

Owner and review point

3. Document service dependencies

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

4. Review the account brief

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

5. Measure accepted next steps

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

Transformation hypothesis

Useful when: A potential project needs validation

Limitation: Public signals may be ambiguous

Suggested action: Confirm the buyer's question

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

Cluster-based services play

Useful when: Accounts share an evaluation problem

Limitation: Project environments still differ

Suggested action: Review technical assumptions

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

Named-account services support

Useful when: A material project warrants depth

Limitation: Requires specialist review and access

Suggested action: Agree evidence and delivery scope

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/agent-ic-abm-for-sap-services/>

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