

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Agentic ABM vs other marketing: 8 comparisons for enterprise growth

QUESTION

Where does agentic ABM offer an advantage over broad marketing approaches?

GUIDE TAKEAWAY

Outsell is most relevant when a defined enterprise account is worth deliberate research, several stakeholders influence the decision and sales needs an informed next step. That situation rewards coordinated account work more than an indiscriminate increase in leads.

START HERE

Define the commercial decision.

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 commercial decision

Evidence or input

Output or decision

Owner and review point

2. Choose the account depth

Evidence or input

Output or decision**Owner and review point**

3. Assign the channel roles

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

4. Agree the sales next action

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

5. Measure each contribution

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

Broad market programme

Useful when: Discovery and category awareness matter

Limitation: Limited account-specific context

Suggested action: Define the audience learning goal

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

Channel-led campaign

Useful when: A clear distribution task is the priority

Limitation: Handoffs can become fragmented

Suggested action: Agree the destination and owner

Why this fits our situation

Evidence needed before acting

Agentic ABM play

Useful when: Named enterprise accounts need coordinated proof

Limitation: Requires sales capacity and evidence

Suggested action: Select the buyer decision to support

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/agentic-abm-vs-other-marketing/>

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