

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Agentic ABM vs traditional ABM: compare the operating models

QUESTION

When is agentic ABM a better choice than a mainly manual account programme?

GUIDE TAKEAWAY

Agentic ABM earns its advantage when it turns approved account evidence into a relevant next action with less repeated work. The strategy, evidence quality and human decisions still determine whether that advantage reaches the buyer.

START HERE

Select the account 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. Select the account decision

Evidence or input

Output or decision

Owner and review point

2. Approve the evidence brief

Evidence or input

Output or decision**Owner and review point**

3. Prepare the connected play

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

4. Review the sales handoff

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

5. Compare quality and total cost

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

Manual account play

Useful when: Small, stable account scope

Limitation: Updates rely on team discipline

Suggested action: Review the brief cadence

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

Deterministic workflow

Useful when: Inputs and routing are predictable

Limitation: Handles unusual context poorly

Suggested action: Define exception ownership

Why this fits our situation

Evidence needed before acting

Agent-supported programme

Useful when: Account context changes across tasks

Limitation: Needs evidence checks and review

Suggested action: Pilot one connected sales play

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-vs-traditional-abm/>

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