

## OUTSELL PLAYBOOK

# OUTSELL JOURNAL — DECISION WORKSHEET

Personalise for the buying group, not just the job title

## QUESTION

How can enterprise ABM personalise content without fragmenting the account's business case?

## GUIDE TAKEAWAY

Keep one account story. Change the question, evidence, and next step for each stakeholder.

## START HERE

Choose one business problem and write the finance, technology, and operational questions it creates.

## 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. Confirm the buying roles

Evidence or input

Output or decision

Owner and review point

2. Write one shared brief

Evidence or input

Output or decision

**Owner and review point**

3. Map role decisions

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

4. Build evidence modules

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

5. Review missing members

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

Role modules

Useful when: Responsibilities are confirmed

Limitation: Roles can change

Suggested action: Review after discovery

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

Question-led navigation

Useful when: Visitor identity is unknown

Limitation: Choice gives limited intent

Suggested action: Ask which decision remains

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

Account-wide brief

Useful when: The group needs shared context

Limitation: Cannot answer every detail

Suggested action: Link supporting evidence

### **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/buying-group-personalisation/>

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