

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

One-to-many, one-to-few, or one-to-one: choose your ABM depth

QUESTION

Which level of personalisation can your account team support?

GUIDE TAKEAWAY

Allocate personalisation by the decision and relationship you need to support. Account count alone does not determine the right depth.

START HERE

Compare account value, evidence, and the review capacity your sales team can provide.

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 account objectives

Evidence or input

Output or decision

Owner and review point

2. Assess evidence and capacity

Evidence or input

Output or decision

Owner and review point

3. Choose personalisation depth

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

4. Agree deliverables and owners

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

5. Review account progression

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

Signal

Useful when: Broad relevant coverage across 1,000 target accounts

Limitation: Less individual research depth

Suggested action: Agree fit, intent criteria, and persona messages

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

Momentum

Useful when: Clusters with related buying questions

Limitation: Needs coordinated sales and channel inputs

Suggested action: Build stakeholder maps and a shared journey

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

Signature

Useful when: Selected strategic named accounts

Limitation: Requires deeper research and account-team time

Suggested action: Scope a bespoke relationship or opportunity 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://outselll.com/blogs/choose-your-abm-programme/>

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