OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Enterprise AI evidence rooms: turn security questions into buyer enablement

QUESTION

How can an enterprise AI vendor answer security and compliance questions without turning marketing into an unsupported assurance exercise?

GUIDE TAKEAWAY

Security content should help each buyer verify a bounded claim. Replace generic trust language with dated evidence, named ownership, product scope and a clear route for unresolved questions.

START HERE

Inventory claims and buyer questions.

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. Inventory claims and buyer questions

Evidence or input

Output or decision

Owner and review point

2. Map approved evidence and ownership

Evidence or input

Output or decision

Owner and review point

3. Separate public and controlled materials

Evidence or input

Output or decision

Owner and review point

4. Build role-based decision paths

Evidence or input

Output or decision

Owner and review point

5. Review gaps, corrections and next actions

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Public trust centre

Useful when: Buyers need stable policies and scope summaries

Limitation: Cannot hold every sensitive artifact

Suggested action: Link each claim to dated public evidence

Why this fits our situation

Evidence needed before acting

Controlled diligence room

Useful when: Qualified buyers need restricted documents

Limitation: Requires access governance and maintenance

Suggested action: Define approval and expiry rules

Why this fits our situation

Evidence needed before acting

Sales answer library

Useful when: Teams face repeated buyer questions

Limitation: Can drift from canonical evidence

Suggested action: Retrieve from owned source records

Why this fits our situation

Evidence needed before acting

Live specialist review

Useful when: A material gap or exception remains

Limitation: Response time and ownership must be clear

Suggested action: Route to security, legal or product owner

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/enterprise-ai-evidence-room-security-compliance/

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