

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Making the ideal customer profile operational

QUESTION

Which accounts merit sustained enterprise selling effort, and why?

GUIDE TAKEAWAY

An ideal customer profile becomes weak when it merely describes the largest historical customers. Revenue alone conceals implementation effort, margin, renewal stability, and whether the original win depended on an exceptional relationship.

START HERE

Define solvable problem.

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 solvable problem

Evidence or input

Output or decision

Owner and review point

2. List hard constraints

Evidence or input

Output or decision**Owner and review point**

3. Verify fit evidence

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

4. Assign effort tier

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

5. Review outcomes

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

Firmographic screen

Useful when: Creating an initial universe

Limitation: Does not establish a solvable problem

Suggested action: Verify operating conditions

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

Outcome-based fit

Useful when: Choosing sustained research effort

Limitation: Historical wins can bias criteria

Suggested action: Include losses and delivery reviews

Why this fits our situation

Evidence needed before acting

Tiered service levels

Useful when: Allocating limited seller time

Limitation: Tiers can become vanity labels

Suggested action: Specify effort and owner per tier

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

Exception review

Useful when: Handling unusual high-potential accounts

Limitation: Uncontrolled overrides undo focus

Suggested action: Record evidence and expiry

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/ideal-customer-profile-enterprise-abm/>

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