

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Designing an intent score that explains a prioritization decision

QUESTION

How can an account score help allocate work without claiming to predict a purchase?

GUIDE TAKEAWAY

A score becomes misleading when one number mixes fit, research intensity, identification confidence, and seller engagement. Different account conditions then produce the same apparent priority.

START HERE

Define ranking 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. Define ranking decision

Evidence or input

Output or decision

Owner and review point

2. Separate fit and behavior

Evidence or input

Output or decision

Owner and review point

3. Cap correlated signals

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

4. Show reasons and age

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

5. Validate by cohort

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

Transparent rules

Useful when: Launching with limited outcomes

Limitation: Weights start as hypotheses

Suggested action: Review false alarms and reasons

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

Behavior bands

Useful when: Choosing weekly research effort

Limitation: Bands conceal within-group variation

Suggested action: Display key signal families

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

Historical model

Useful when: Enough consistent outcome data exists

Limitation: Leakage and drift distort results

Suggested action: Validate on later cohorts

Why this fits our situation

Evidence needed before acting

Seller override

Useful when: Context is missing from data

Limitation: Unstructured overrides reduce trust

Suggested action: Require reason and revisit date

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/intent-scoring-enterprise-accounts/>

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