

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Lead-score calibration: when 80 does not mean 80%

QUESTION

How can sales tell whether an account score represents a real probability?

GUIDE TAKEAWAY

A ranking score and a calibrated probability serve different purposes. Define the event and window, then compare predicted probabilities with later observed outcomes.

START HERE

Define score versus probability.

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 score versus probability

Evidence or input

Output or decision

Owner and review point

2. Specify outcome and window

Evidence or input

Output or decision

Owner and review point

3. Freeze features before the outcome

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

4. Review bands and ranking

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

5. Monitor later cohorts

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

Ranking score

Useful when: Ordering a work queue

Limitation: Does not imply probability

Suggested action: Evaluate at available capacity

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

Calibrated probability

Useful when: Planning expected outcomes

Limitation: Depends on event and population

Suggested action: Compare bands with later outcomes

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

Threshold

Useful when: Assigning action

Limitation: Capacity and costs matter

Suggested action: Document the routing rule

Why this fits our situation

Evidence needed before acting

Override

Useful when: Account context changes the decision

Limitation: Can introduce selection

Suggested action: Record the reason and result

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/lead-score-calibration/>

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