

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Message specificity: when deeper personalisation arrives too early

QUESTION

When should ABM messages become more specific?

GUIDE TAKEAWAY

Increase specificity when the buyer's requirements and evidence justify it. Early exploration, solution evaluation and a named-account business case need different content.

START HERE

Identify the current 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. Identify the current decision

Evidence or input

Output or decision

Owner and review point

2. Record readiness evidence

Evidence or input

Output or decision

Owner and review point

3. Choose the appropriate depth

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

4. Coordinate the next touchpoint

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

5. Review progression and gaps

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

Exploration

Useful when: Requirements are unclear

Limitation: Detailed pitches can be premature

Suggested action: Offer a diagnostic question

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

Evaluation

Useful when: Criteria are emerging

Limitation: Needs relevant proof

Suggested action: Provide a focused comparison

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

Decision preparation

Useful when: Investment and delivery are discussed

Limitation: Unknown inputs remain

Suggested action: Show assumptions and validation

Why this fits our situation

Evidence needed before acting

Mixed buying group

Useful when: Roles are at different stages

Limitation: One account label can mislead

Suggested action: Map role-specific tasks

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/message-specificity-and-buying-stage/>

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