

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Personalisation and trust: use context the buyer can recognise

QUESTION

How can hyperpersonalisation stay useful without feeling intrusive?

GUIDE TAKEAWAY

Personalise around a relevant business decision and explainable evidence. Avoid implying access to private behaviour or a person's intentions when you have only account-level signals.

START HERE

Identify the business question.

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 business question

Evidence or input

Output or decision

Owner and review point

2. Check source and expectations

Evidence or input

Output or decision

Owner and review point

3. Remove implied private knowledge

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

4. Match depth to readiness

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

5. Review replies and friction

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

Public company context

Useful when: Explaining business relevance

Limitation: May not identify a project

Suggested action: Ask a discovery question

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

Known conversation

Useful when: Continuing an agreed discussion

Limitation: Context can change

Suggested action: Reference the actual request

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

Anonymous signal

Useful when: Prioritising research

Limitation: Cannot identify a named actor

Suggested action: Avoid personal claims

Why this fits our situation

Evidence needed before acting

Sensitive detail

Useful when: A necessary authorised task

Limitation: Requires careful handling

Suggested action: Use approved permissions

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/personalisation-and-buyer-trust/>

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