

## OUTSELL PLAYBOOK

# OUTSELL JOURNAL — DECISION WORKSHEET

Make procurement content easy to verify and maintain

## QUESTION

Which content helps procurement evaluate an enterprise supplier with less avoidable back-and-forth?

## GUIDE TAKEAWAY

Procurement is often introduced after an account has consumed months of product content. The buyer then discovers that supplier information, pricing assumptions and security evidence are scattered across presentations and email threads.

## START HERE

Ask for buyer requirements.

## 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. Ask for buyer requirements

Evidence or input

Output or decision

Owner and review point

2. Index approved documents

Evidence or input

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

3. Record owners and dates

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

4. Track open questions

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

5. Retire obsolete versions

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

Supplier pack

Useful when: Requirements are known

Limitation: Can become stale

Suggested action: Assign document owners

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

Evaluation question log

Useful when: Several reviewers are involved

Limitation: Needs active maintenance

Suggested action: Set a response owner

**Why this fits our situation**

**Evidence needed before acting**

Early procurement review

Useful when: Late surprises are common

Limitation: Requires buyer participation

Suggested action: Confirm required evidence

**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://outsell.com/blogs/procurement-content/>

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