OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

SAP Connect 2026: turn Joule news into a useful sales conversation

QUESTION

What should SAP services firms change in account messaging after SAP Connect 2026?

GUIDE TAKEAWAY

A platform announcement is a reason to research an account, not evidence that the account has a funded project. Connect the news to a verified operating question before proposing a service.

START HERE

Verify the announcement and status.

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. Verify the announcement and status

Evidence or input

Output or decision

Owner and review point

2. Research the account's process

Evidence or input

Output or decision

Owner and review point

3. Map stakeholder questions

Evidence or input

Output or decision

Owner and review point

4. Scope a readiness discussion

Evidence or input

Output or decision

Owner and review point

5. Review the agreed next action

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Platform news summary

Useful when: The buyer needs context

Limitation: Does not establish an account project

Suggested action: Verify release and availability

Why this fits our situation

Evidence needed before acting

Process-readiness checklist

Useful when: An operating issue needs definition

Limitation: Requires account-specific input

Suggested action: Map one current workflow

Why this fits our situation

Evidence needed before acting

Technical discovery

Useful when: Integration or permissions are uncertain

Limitation: Needs qualified specialists

Suggested action: Resolve the key unknowns

Why this fits our situation

Evidence needed before acting

Implementation proposal

Useful when: Scope and ownership are agreed

Limitation: Depends on confirmed capabilities

Suggested action: Document assumptions and acceptance

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/sap-connect-2026-joule-abm-services/

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