

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Giving account signals an explicit shelf life

QUESTION

How should aging signals change an account's position in a work queue?

GUIDE TAKEAWAY

Evergreen scores accumulate yesterday's activity until inactive accounts crowd out new evidence. The opposite problem is an overly short window that drops enterprise evaluations before the next planned milestone.

START HERE

Store event timestamps.

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. Store event timestamps

Evidence or input

Output or decision

Owner and review point

2. Classify shelf life

Evidence or input

Output or decision

Owner and review point

3. Apply expiry or decay

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

4. Show newest evidence

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

5. Review aged-out accounts

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

Fixed expiry

Useful when: Routing time-sensitive requests

Limitation: Abrupt cutoff may hide ongoing work

Suggested action: Add planned-review exceptions

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

Declining event weights

Useful when: Ranking recent research activity

Limitation: Decay curve may be arbitrary

Suggested action: Test several plausible windows

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

Milestone-based refresh

Useful when: Following a known evaluation

Limitation: Milestones can slip without updates

Suggested action: Confirm next checkpoint

Why this fits our situation

Evidence needed before acting

Persistent account facts

Useful when: Representing durable fit

Limitation: Facts can still become outdated

Suggested action: Schedule separate verification

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/signal-recency-and-decay/>

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