

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

7 reasons community building is critical for enterprise growth

QUESTION

Why does a useful B2B community matter when enterprise buyers already receive content, campaigns and sales outreach?

GUIDE TAKEAWAY

A community becomes valuable when members return for help, exchange useful experience and develop relationships around a shared problem. Those conditions can support account growth; membership alone is not evidence of purchase intent.

START HERE

Define the shared member problem.

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. Define the shared member problem

Evidence or input

Output or decision

Owner and review point

2. Invite a relevant founding group

Evidence or input

Output or decision**Owner and review point**

3. Host a useful expert exchange

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

4. Turn questions into shared resources

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

5. Review value and returning participation

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

Practitioner community

Useful when: Recurring technical questions across peers

Limitation: Requires active expert moderation

Suggested action: Define one shared member problem

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

Expert roundtable

Useful when: A focused decision needs discussion

Limitation: A single event does not create continuity

Suggested action: Plan the next useful exchange

Why this fits our situation

Evidence needed before acting

Customer learning group

Useful when: Members need adoption support and feedback

Limitation: Prospect and customer needs can differ

Suggested action: Agree support and feedback ownership

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

Resource newsletter

Useful when: Members mainly want curated updates

Limitation: Limited peer-to-peer participation

Suggested action: Test whether discussion adds value

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/why-community-building-matters/>

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