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Greenfield Diagnostic

Tallis Field Software · prepared for Priya Kaur, Founder and CEO
For the 60-minute review · read date 17-08-2026 · v1-4

Tallis wins on the founder's network and a clear compliance story. The next 90 days give it dated reasons to go and ask.

Build the foundations first Market Reality and Value Story are partly in place; Team Design is not visible from outside.

Checked from outside	In place before day 1	Dated events, 90 days	Organisations named	Foundations in place
8 of 48	**1 of 14**	**4**	**6**	**0 of 3**
6 seen, 2 not found	4 more seen to verify	reasons to ask	none contacted	confirmed in verification

Tallis has no new business seat today, so this diagnostic does not grade a sales team. It reads the situation a first seat would walk into: how work is won now, which dated events open doors, who is worth a conversation, what a first seat must earn, and which foundations need to exist before it starts. It expands the four-page brief for the 60-minute review. Public sources only; anything we could not see is a question, not a finding. Page 2 shows the whole read on one page. **Tallis Field Software is an invented company. Every name, figure and finding is made up to show how RepAgentic works.**

What this means

- **The proof is strong; the system around it is not visible.** 2 practices are in place and 4 more were seen but need verifying, while 40 cannot be seen from outside and 1 were not found, and 1 more are not needed until there is a team.
- **The next 90 days carry dated reasons to go and ask**, starting with the event on 11 Sep 2026.
- **The first-seat decision comes before the hire.** Our starting hypothesis, to test in the review: run a founder-led program with support for 90 days against the four dated events and the named contractors, then decide on a first seat using evidence rather than hope.

How we read a greenfield account

A company with no new business team cannot be graded on practices it has never needed. Instead of scoring a team, we read the situation the first seat would walk into, under five headings: how work is won today, the problem, what it costs, dated events and the decision. The evidence statuses, the foundations grouping and the first-seat test in this document are RepAgentic's own.

Heading	What we look for on a greenfield read	What we read for Tallis
How work is won today	Where work comes from today, read from public proof, credentials and people records.	An 18-person software business serving council and utility maintenance contractors[1]. Customers appear to come through the founder, a council panel and AssetGrid[2,3,4]. No sales role is visible.
The problem	What depends on founder time. Always a hypothesis until your own records show it.	If new customers depend on Priya's time, the pipeline rises and falls with her calendar[5]. A hypothesis until your records show it.
What it costs	Where that dependence would show: pipeline, delivery planning, missed enquiries. No revenue is estimated.	Uneven quarters, demonstrations that wait for the founder, and no view of which route wins. No revenue figure is estimated.
Dated events	Dated public events in the next 90 days that give a reason to start a conversation.	The council panel refresh closes on 11 September and the digital work record standard takes effect on 1 November[6,7]. Dated reasons to ask, not proof that any contractor needs help.
The decision	The first-seat choice, and the test that would settle it.	Which first seat to start with, and how to test it: a founder-led program for 90 days, then a seat decision on what it shows.

The problem and what it costs are hypotheses from public evidence. They become findings only when your own records support them.

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Greenfield Canvas

Tallis Field Software · read date 17-08-2026 · v1-4

How work is won today

An 18-person software business serving council and utility maintenance contractors.

- Proof is specific to one buyer.
- New business looks founder-led.
- A partner and a panel already bring work.
- Outbound has been tried.

The problem (hypothesis)

If new customers depend on Priya's time, the pipeline rises and falls with her calendar.

What it costs

Uneven quarters, demonstrations that wait for the founder, and no view of which route wins. No revenue figure is estimated.

Dated events, 90 days

- **11 Sep 2026** The Hunter and Coast Councils Alliance maintenance contractor panel refresh closes.
- **1 Oct 2026** AssetGrid opens its partner marketplace.
- **14 to 15 Oct 2026** Field Assets Expo, Sydney.
- **1 Nov 2026** The utility contractors' digital work record standard takes effect.

Routes to revenue

- Founder network
- Council panel
- Asset-platform partner
- Outbound
- Existing customers
- Inbound

Who to go after first

1. Rivergum Water contractors
2. Ironbark Civil
3. Coastline Electrical Services
4. Redgate Maintenance Group
5. Panel bidders
6. AssetGrid customers

What a first seat must earn

About **$134,000** a year fully loaded; **7 new clients a year** to cover it. Assumptions to replace with your numbers.

Foundations before day 1

1 in place, **4** seen to verify, **9** not found or not visible, of 14.

- Priority list rules
- Buyer personas
- Development model
- Meeting handover
- Hiring plan and budget

Decision: the 90-day test

Our starting hypothesis, to test in the review: run a founder-led program with support for 90 days against the four dated events and the named contractors, then decide on a first seat using evidence rather than hope.

Foundations and next step

Build the foundations first. Market Reality and Value Story are partly in place; Team Design is not visible from outside. 8 of 48 practices checked from outside. Next: Greenfield Inside-Out Verification, which checks this read against your own records.

Situation: how work is won today

- **Proof is specific to one buyer.** The site says Tallis helps maintenance contractors on council and utility work stop missing compliance checks[8]. Four customer quotes name contractors and roles, but none carries a result figure[9].
- **New business looks founder-led.** Priya Kaur writes the posts, and demonstrations are booked straight into her calendar[2,5]. No sales, SDR or marketing role is listed on the careers page[10].
- **A partner and a panel already bring work.** Tallis is listed in the AssetGrid partner directory and on the Hunter and Coast Councils Alliance approved software list[4,3].
- **Outbound has been tried.** A 2025 review mentions first hearing about Tallis from a cold call[11]. No outbound activity is visible now; what happened is worth asking in the review.
- **Deal size is mid-market.** Plans start at $1,500 a month for up to 100 field staff, with larger crews quoted[12]. More than 20 contractors are named as customers[9].

Routes to revenue, and what to ask

Route	What we can see	Question for Priya
Founder network	Priya posts weekly and is publicly linked to most customer stories[2,9].	What share of your 23 customers started with you personally?
Council panel	Listed on the Hunter and Coast Councils Alliance software list[3].	How many customers came through the panel, and who watches the refresh dates?
Asset-platform partner	AssetGrid partner directory listing and a new connector[4,13].	How many introductions did AssetGrid make last year, and how many closed?
Outbound	A 2025 review mentions a cold call[11]. Nothing visible now.	What did the 2025 outbound trial produce, and why did it stop?
Existing customers	More than 20 named contractors[9].	How many customers have referred another contractor?
Inbound	A demonstration form that books into the founder's calendar[5].	How many demonstration requests arrive a month, and how many are a fit?

Three foundations for a first seat

Are the foundations in place to build a team? Outside-in read; each foundation is confirmed in verification.

Market Reality Partly in place

Who do we go after?

The site names council and utility maintenance contractors but no size band, region or buyer beyond "operations managers"[8,1]. No page is written for a specific role, and nobody visibly decides which contractors to pursue.

Ask: which contractors, by field-staff size and contract type, go on the list?

Value Story Partly in place

Why would they choose us?

The compliance message is clear and consistent[8]. The gap is proof: four quotes and no figures, no case study by contract type, and no guides or resources a buyer could find before a demonstration[9].

Ask: what changed for your best customer, in numbers, in the first six months?

Team Design Not visible from outside

Who does the work, and can we fund it?

No sales, SDR or marketing role is listed on the careers page[10], and no hiring plan or budget is public. Whether the first seat is a hire, and how it is paid, is a question for the verification.

Ask: how many hours a week can Priya give to new business, and is a hire budgeted?

Dated events: the next 90 days

Date	Event	Why it matters for Tallis
11 Sep 2026	The Hunter and Coast Councils Alliance maintenance contractor panel refresh closes[6].	Every contractor bidding must show how it records compliance on council assets. Tallis is already on the Alliance's software list[3]. **Confirm: who tells bidding contractors before the close?**
1 Oct 2026	AssetGrid opens its partner marketplace[14].	Partners with a connector are listed first; Marcus released the AssetGrid connector in June[13]. A low-cost route to AssetGrid customers.
14 to 15 Oct 2026	Field Assets Expo, Sydney[15].	Operations directors from council and utility contractors attend. A reason to book meetings ahead, not just to take a stand.
1 Nov 2026	The utility contractors' digital work record standard takes effect[7].	Contractors on water and electricity work must keep a digital record of each safety check. Tallis already does this; the date gives a reason to call.

Dates are reasons to start a conversation, not evidence that any contractor is affected or ready to buy.

Who to go after first

Named because a public, dated signal and a matching Tallis proof point exist. None has been contacted and no need is confirmed. Existing clients are listed last, for growth.

#	Organisation	Signal (dated)	Proof to lead with
1	**Rivergum Water contractors**	Rivergum Water awarded new maintenance services contracts in July 2026; the winning contractors start in October[16].	Water-asset compliance checks
2	**Ironbark Civil**	Advertising a compliance coordinator for council road and drainage contracts, listed August 2026[17].	Council maintenance compliance; a role Tallis supports
3	**Coastline Electrical Services**	Won three council street-lighting contracts in July 2026[18].	Electrical asset checks; digital work record standard
4	**Redgate Maintenance Group**	Acquired Hillside Plumbing in June 2026, adding about 90 field staff[19].	Bringing two crews onto one schedule
5	**Panel bidders** (Hunter and Coast)	Contractors bidding the panel refresh, closing 11 September 2026[6].	Already on the Alliance software list
6	**AssetGrid customers**	AssetGrid partner marketplace opens 1 October 2026[14].	Connector released June 2026

Decision: what a first seat has to earn

Illustrative only. Every input is an assumption to replace with Tallis's own numbers.

Input	Assumption	Basis
First new-business seat base salary	$105,000	NSW software account executive range $90,000 to $130,000[20]
Super (12%), variable pay at target, tools and travel	$29,000	Assumption
Fully loaded cost, one year	**about $134,000**	Sum of the above
First-year value of a new client	$24,000	Plans from $1,500 a month for up to 100 field staff; larger crews quoted[12]
Gross margin on delivery	80%	Assumption for software; confirm with Priya
New clients needed to cover the seat	**7 a year**	$134,000 ÷ ($24,000 × 80%) = 7.0

The catch is timing. A new seat needs months to build a pipeline, and contractors buy around contract starts, so seven new customers in the first year is ambitious when the whole business won about six last year. The seat also needs a written target list and a demonstration Marcus can hand over.

Four ways to start

Option	For	Against	What must be true
Hire an account executive	Full-time focus; owns the list and the follow-up	About $134,000 a year before a win; the founder still trains them	A written target list and a demonstration someone else can run
Hire an SDR	Lower cost; books meetings for Priya	Priya still closes every deal; limited by her hours	Protected closing time each week and a clear meeting standard
Outsourced appointment setting	Meetings without a hire; quick to start	Weaker on compliance buyers; the 2025 result is unknown	A sharp story by contract type and a named owner in Tallis
Founder-led program with support	Lowest cash cost; uses Priya's credibility and the dated events	Limited by founder time; hard to keep going	Protected hours, research support and a simple weekly routine for keeping records

The 90-day test

Our starting hypothesis, to test in the review: run a founder-led program with support for 90 days against the four dated events and the named contractors, then decide on a first seat using evidence rather than hope.

What we would count

- Hours Priya actually gave to new business each week, against the hours agreed
- First conversations started with the named contractors and the panel bidders
- Demonstrations held, proposals sent and customers won, each with the route it came from recorded
- How fast every demonstration request received a reply from a person

How you would decide at day 90

Keep if conversations and proposals are coming from the named contractors and dated events, inside the agreed hours.

Change if demonstrations happen but stall before a proposal, or one route produces almost everything.

Stop if the agreed hours are not being kept for most weeks. The answer is then a seat, not more founder time.

The numbers behind keep, change and stop are set with you in the inside-out diagnostic, from your own figures.

Foundations to build first

The same 48 practices the standard diagnostic reads. Statuses come from public evidence only. **Seen, to verify** means we found public signs of it but cannot tell from outside whether it works; **not visible** means we could not see it, not that it is missing. The inside-out diagnostic confirms each one from your documents.

In place | Seen, to verify | Planned | Not found | Not visible from outside | Not needed yet

What we could see, by area 6 of 48 seen from outside

Market Reality FOUNDATION 2 of 5 seen	Target market · Ideal customer profile · Buyer personas · Qualified account standard · Priority list rules
Revenue Plan 0 of 5 seen	Development model · Buyer stages in the CRM · Account or lead strategy · Meeting handover · Handover service levels
Team Design FOUNDATION 0 of 6 seen	Headcount linked to coverage · Recruitment process · Hiring plan and budget (if hiring) · Team culture · Pay and quota (if hiring) · Revenue operations owner
Value Story FOUNDATION 2 of 5 seen	Value proposition · Case studies · Qualification questions · Objection responses · Content library
Motions 0 of 7 seen	Multi-touch campaigns · Pre-touch research · Phone play · Message standard · Social play · Call practice · Nurture for not-ready buyers
Rep Readiness 0 of 6 seen	Onboarding (if hiring) · Training program · Skills coaching · Performance standards · Prospecting playbook · AI draft certification
Systems and Data 2 of 11 seen	Buyer self-serve · System of record · Data quality · Account signal · Marketing automation · Sequencing rules · Sending infrastructure · Phone and social reach · Conversation capture · One revenue number · AI agent boundary
Metrics 0 of 3 seen	Activity dashboard · Stage conversion dashboard · Pipeline and revenue dashboard

The first 90 days, in order 31 practices in 5 steps

Each step starts from what is already there: confirm what is in place, verify what was seen, and build the rest. Steps overlap where one only needs the first to be agreed, not finished.

Step	Practice	Now	What to do
1 Agree who to go after Weeks 1 to 2 FOUNDATION: MARKET REALITY A ranked list of named organisations and the people to reach in each	**Target market** Who the seat goes after	Seen, to verify	Verify, then finish
	Ideal customer profile What a good-fit client looks like	Seen, to verify	Verify, then finish
	Priority list rules Which accounts to work first	Not visible from outside	Check inside; build if missing
	Buyer personas Who to speak to inside each account	Not found	Build
2 Agree what we say Weeks 2 to 4 FOUNDATION: VALUE STORY One value statement, the proof to lead with, first-conversation questions and a message standard	**Value proposition** Why a buyer should choose you	In place	Confirm and use
	Case studies Proof the seat can lead with	Seen, to verify	Verify, then finish
	Qualification questions What to ask in a first conversation	Not visible from outside	Check inside; build if missing
	Message standard How first messages are written	Not visible from outside	Check inside; build if missing
3 Agree who does what, and where it is kept Weeks 3 to 4 FOUNDATION: TEAM DESIGN AND THE OPERATING BASICS Roles between the seat and the founders, a handover rule, one place for every account and a weekly view	**Development model** Who does what between the seat and the founders	Not visible from outside	Check inside; build if missing
	Meeting handover How a meeting passes to whoever closes	Not visible from outside	Check inside; build if missing
	Revenue operations owner Who looks after the CRM and reports	Not visible from outside	Check inside; build if missing
	System of record Where every account and contact is kept	Seen, to verify	Verify, then finish
	Activity dashboard Weekly view of the work done	Not visible from outside	Check inside; build if missing
	Hiring plan and budget (if hiring) The budget and timing for a hire	Not visible from outside	Check inside; build if missing
	Pay and quota (if hiring) What the seat is paid and measured on	Not visible from outside	Check inside; build if missing

4 Run the first campaign Weeks 5 to 8 Research, email, phone and LinkedIn steps running to the named accounts, written down as a playbook	**Pre-touch research** Research before each first touch	Not visible from outside	Check inside; build if missing
	Multi-touch campaigns Multi-step campaigns to the named accounts	Not visible from outside	Check inside; build if missing
	Phone play How calls are used	Not visible from outside	Check inside; build if missing
	Social play How LinkedIn is used	Not visible from outside	Check inside; build if missing
	Sending infrastructure Email set up so messages arrive	Not visible from outside	Check inside; build if missing
	Sequencing rules Rules for follow-up steps	Not visible from outside	Check inside; build if missing
	Account signal Spotting accounts with a reason to buy	Not visible from outside	Check inside; build if missing
	Prospecting playbook A written prospecting playbook	Not visible from outside	Check inside; build if missing
	Onboarding (if hiring) A first-month plan for the seat	Not visible from outside	Check inside; build if missing
5 Tighten from what the first weeks show Weeks 9 to 13 A qualified-account rule, buyer stages, handover times and answers to the objections actually heard	**Qualified account standard** When an account counts as qualified	Not visible from outside	Check inside; build if missing
	Buyer stages in the CRM Buyer stages the CRM tracks	Not visible from outside	Check inside; build if missing
	Account or lead strategy Account-led or lead-led for each route	Not visible from outside	Check inside; build if missing
	Handover service levels How fast handovers happen	Not visible from outside	Check inside; build if missing
	Objection responses Answers to the usual objections	Not visible from outside	Check inside; build if missing
	Data quality Keeping records clean	Not visible from outside	Check inside; build if missing
	Stage conversion dashboard Where opportunities stall	Not visible from outside	Check inside; build if missing

Once there is a team (17 practices): Headcount linked to coverage, Recruitment process, Team culture, Content library, Call practice, Nurture for not-ready buyers, Training program, Skills coaching, Performance standards, AI draft certification, Marketing automation, Phone and social reach, Conversation capture, Buyer self-serve, One revenue number, AI agent boundary, Pipeline and revenue dashboard. These wait until a second seat is planned.

Questions for the 60-minute review

Each answer is recorded as done, believed or not decided, and carries straight into the founder pre-work questions shown.

#	Question	Founder pre-work
1	Of your 23 customers, where did each start: you, the panel, AssetGrid, outbound or a referral?	D6, B3
2	What did the 2025 outbound trial produce, and what would you do differently?	D3, D7
3	Which contractors win most often, by field-staff size and contract type?	B2, D1
4	What is a typical first-year value and gross margin for a new customer?	D2, C2.2
5	Is there a budget for a first new-business seat this financial year, and what type of seat?	D5, B4
6	How many hours a week can you give to new business, and for how long?	D4, B4
7	Who keeps customer and deal records today, and who answers a demonstration request?	C7.1, C7.2, B6

What verification adds

- Check the routes above against where each of your customers actually started.
- Replace the first-seat assumptions with your own deal values, margins and founder hours.
- Confirm or correct every practice status in the foundations section from your documents.
- Recommend a first seat with its conditions and a six-month keep, change or stop test.
- Date the plan from the hours you actually have, owner by owner.

Next step: Greenfield Inside-Out Verification

A working session with Priya and Marcus, prepared with the founder pre-work. It checks this read against Tallis's own records and produces a Verified Plan dated from the hours actually available. The first build work would cover target market and buyers, then the first seat, adding the revenue plan once the seat type is decided. **Fee: AUD 5,000 plus GST, fixed, invoiced when the Verified Plan is released.**

How this read was made

Outside-in read of public sources on 17 August 2026. Each practice status needs a dated public source. A greenfield read states no band: it shows whether the three foundations for a first seat, Market Reality, Value Story and Team Design, are in place. No one at Tallis was contacted for this read.

Sources

Public information only. Numbers match the citations in the text.

1. Tallis: About https://tallis.example/about
2. Priya Kaur on LinkedIn: four years of Tallis https://linkedin.example/posts/priya-kaur-tallis-four-years
3. Hunter and Coast Councils Alliance: approved software suppliers https://hcca.example/suppliers/software
4. AssetGrid: Partner directory, Tallis Field Software https://assetgrid.example/partners/tallis
5. Tallis: Book a demonstration https://tallis.example/demo
6. Hunter and Coast Councils Alliance: maintenance contractor panel refresh https://hcca.example/tenders/maintenance-panel-2026
7. Utility Contractors Safety Council: digital work record standard, effective 1 November 2026 https://ucsc.example/standards/digital-work-records
8. Tallis: Home https://tallis.example/
9. Tallis: Customers https://tallis.example/customers
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11. Software reviews: Tallis Field Software https://reviews.example/tallis-field-software
12. Tallis: Pricing https://tallis.example/pricing
13. Marcus Jensen on LinkedIn: AssetGrid connector release https://linkedin.example/posts/marcus-jensen-assetgrid-connector
14. AssetGrid: Partner marketplace launch, 1 October 2026 https://assetgrid.example/news/partner-marketplace
15. Field Assets Expo 2026, Sydney, 14 and 15 October https://fieldassetsexpo.example/2026
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17. Ironbark Civil: job listing, compliance coordinator https://jobs.example/ironbark-civil/compliance-coordinator
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19. Redgate Maintenance Group: acquisition of Hillside Plumbing https://redgate-mg.example/news/hillside
20. Salary guide 2026: software account executive, NSW https://salaries.example/software-account-executive-nsw-2026

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