RepAgentic

GTM Build Pack

Northgate Systems · Established route · v1.0

Eight modules, 33 units, each configured to the account

The GTM Build Pack holds eight modules, one for each capability, in 33 units. Each module comes in the version that matches the band the Verified Plan set: Rebuild, Repair, Optimise or Scale. Northgate's plan starts with Market Reality at Repair. This public sample shows selected pages from that module, configured with Northgate's own findings, people and dates: the opening and first decision of the target-market workshop, one workbook page and two pages of the facilitator guide. The full module is walked through in a meeting.

1. Market Reality — Repair

- 1.1 **Target market and qualified account** — in this example
- 1.2 **Buyer roles and personas** — in this example
- 1.3 **Priority rules** — in this example

2. Revenue Plan — Repair

- 2.1 Motion and strategy
- 2.2 Buyer stages
- 2.3 Handover and service levels

3. Team Design — Optimise

- 3.1 Capacity and hiring plan
- 3.2 Recruitment pack
- 3.3 Team culture
- 3.4 Pay and quota
- 3.5 Revenue operations ownership
- 3.6 SDR-to-AE career path

4. Value Story — Scale

- 4.1 Value proposition and proof
- 4.2 Qualification questions and objections
- 4.3 Content register

5. Motions — Repair

- 5.1 Campaign and research standard
- 5.2 Phone and social plays
- 5.3 Message standard
- 5.4 Practice program
- 5.5 Nurture program

6. Rep Readiness — Rebuild

- 6.1 Onboarding and curriculum
- 6.2 Coaching and standards
- 6.3 Prospecting playbook
- 6.4 Machine-drafted work certification

7. Systems and Data — Optimise

- 7.1 System of record and data quality
- 7.2 Signal, automation and sequencing
- 7.3 Sending and reach
- 7.4 Conversations and buyer self-service
- 7.5 Revenue reporting source
- 7.6 AI agent boundary

8. Metrics — Repair

- 8.1 Activity measures
- 8.2 Stage conversion
- 8.3 Pipeline and revenue

In this sample

Workshop deck: target market and qualified account (opening, where you are today, the first decision, what was agreed)	2
Workbook page: customer evidence	9
Facilitator guide: start here and the preparation note	10
Start with a free Outside-In Read	12

Northgate Systems is an invented company. Every name, figure and finding is made up to show how RepAgentic works. The band beside each module is the one its Verified Plan set.

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

FICTIONAL EXAMPLE

RepAgentic

MARKET REALITY WORKSHOP 1 OF 2: TARGET MARKET AND QUALIFIED ACCOUNT

Who you sell to, and when a meeting is worth booking

Northgate Systems · 13 Oct 2026, 9:30 AM · Northgate, Sydney office, and video for the NZ team

Prepared for the session. Every call is still open. Fictional example.

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

TODAY

What we're here to decide today

By the end of today everyone works from one description of the companies you pursue, and one set of checks for when a meeting is worth booking.

THE 5 CALLS WE'LL MAKE

1. Which traits go in?
2. What do we do with small distributors?
3. When do we need to know who signs off in Finance?
4. Who checks what, and when?
5. Do we adopt the new wording?

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

WHERE YOU ARE TODAY

You have the pieces, but they don't agree with each other.

- Marketing, sales and the SDR team each work from a different picture of who to sell to.
- The SDRs have a good checklist for the person, but nothing written down for the company.
- About a third of the meetings they book get handed back.

AT YOUR STAGE

The pieces exist, but they don't agree, are out of date or aren't followed. Today we keep what works, fix the rest and agree one version.

THE PLAN

The plan: one agreed picture of your market and your company checks by 26 October, working in the weekly lists by 23 November.

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

QUESTION 1 OF 5 · WHAT WE FOUND

Your best customers are 3PLs and forwarders with 100 to 1,000 staff, and most run three or more sites.

- Last year you won 66 of 214 opportunities.
- 3PLs and forwarders in that size range won 38% of the time. Distributors won 33%.
- Manufacturers were the weak spot: 3 wins from 34, or 9%.
- 33 of the 41 3PL and forwarder wins ran three or more sites.
- About 1 in 10 company records has no size or industry. Treat those as unknown, not as a poor fit.

38%

win rate for 3PLs and forwarders with 100 to 1,000 staff

WHAT WE LOOKED AT

- Last year's won and lost deals (214)

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

QUESTION 1 OF 5 · WHAT WE SUGGEST

We suggest four traits for the companies you pursue.

WHAT WE SUGGEST FOR NORTHGATE SYSTEMS

- They're a 3PL, freight forwarder or wholesale distributor.
- They have 100 to 1,000 staff.
- They're in Australia or New Zealand.
- They run three or more warehouses or sites.
- Manufacturers only count if they run a separate warehouse business.

ASK THE ROOM

Which customers would you want ten more of? Can you point to them in the numbers?

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

QUESTION 1 OF 5 · YOUR CALL

Megan, which traits go in?

OPTION 1

All four, as must-haves.

OPTION 2

All four, but treat site count as a preference until March, then decide on the results.

OPTION 3

Add manufacturers that run a warehouse business as a fifth trait.

Pick one, change one, or write your own. If we can't settle it, it gets an owner and a date.

WHY IT MATTERS

Site count is well proven for 3PLs, but not yet for distributors.

WE'LL WRITE DOWN

- Who decided: Megan Walsh
- What we chose, and any changes
- The date: 13 Oct 2026

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

BEFORE WE FINISH

What we agreed today

The call	Who decides	What we chose	Owner and date if parked
1. Which traits go in?	Megan Walsh		
2. What do we do with small distributors?	Megan Walsh		
3. When do we need to know who signs off in Finance?	Megan Walsh, Tom Reilly		
4. Who checks what, and when?	Megan Walsh, Hannah Cho, Tom Reilly		
5. Do we adopt the new wording?	Megan Walsh		

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

Customer evidence

1.1 Target market and qualified account · Northgate Systems · Repair

Segment or customer	Won of total	Win rate	Fit	Note	Source and date	Status
3PLs and forwarders, 100 to 1,000 staff	41 won of 108	38%	Best	33 of 41 wins ran three or more sites	D05; depth round	Verified
Wholesale distributors, 100 to 1,000 staff	17 won of 52	33%	Good		D05	Verified
Any segment, under 100 staff	5 won of 20	25%	Unclear	Small sample	D05	Verified
Manufacturers, any size	3 won of 34	9%	Poor	Wins had a separate warehouse business	D05; Target market.14	Verified

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

Market Reality: Module Guide

GTM Build Pack · Repair version · v5 · 1 October 2026 · Northgate Systems

Fields marked Verified are pre-filled from your Inside-Out Verification and depth round.

1. Start here

Your definitions exist but conflict, are out of date or are not followed. This Pack keeps what works, fixes what does not and ratifies one version.

How the Repair version works: keep, change, remove, ratify

- Keep: What the evidence supports and the team already uses.
- Change: What conflicts with the evidence or with another definition.
- Remove: What nobody uses or the evidence contradicts.
- Ratify: One dated version, one owner, and the old versions retired.

Depth round first

Before the first workshop, the depth round asks the questions held back from Inside-Out Verification Round 2 and the Build Pack configuration questions for the practices in this module, never re-asking anything already answered. Its answers pre-fill the Verified rows and the proposed drafts. A material contradiction with an Inside-Out Verification finding reissues the Verified Plan as a new version.

Decision rules in every session

- The evidence is shown first; the proposed draft second; the decision last.
- Each decision has three options. The owner picks one, or writes their own.
- The sponsor decides when the room cannot agree.
- An open question is parked as 'Your decision' with an owner and a date, never left blank.
- Scores are not changed in this session. The depth round and workshops build; they do not re-score.

Purpose: Agree who the team should pursue, which accounts qualify, who the buyers are, and why any account is on this week's list.

Outcome: One approved market register, a qualified account standard beside the lead standard, a buyer-role map with a guide for each priority role, and written priority rules, all owned and in use.

In scope: New-business accounts worked by the development team, as set in the Inside-Out Verification scope.

Out of scope: Pricing, product strategy, existing-customer growth (unless the Inside-Out Verification scope includes it), contact lists and personal data, and any system configuration. The client's team makes system changes.

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

Preparation note for participants

Session length: 2.5 hours. Please bring:

- Customer list for the last 12 to 24 months with industry, size, location and revenue, marked won, lost and churned (redact anything sensitive).
- The current target-market or ideal-customer document, if one exists, with its date.
- The current checklist for when sales takes a meeting, if one exists.
- Ten recent meetings sales accepted and ten it turned down, with the reason recorded (redacted).
- Each attendee: 30 minutes reading the pre-filled workbook tabs before the session.

Facilitator run sheet

- Before: confirm the depth round is complete, pre-fill Verified rows from the Inside-Out Verification and depth-round answers, prepare the proposed draft for every step, send the preparation note five business days ahead, and confirm the sponsor will attend.
- Open (15 minutes): purpose, the decision rules, and the field statuses.
- Each step runs in three moves: the evidence (about 30% of the step), the proposed draft (about 40%) and the decision (about 30%).
- Close (15 minutes): read back every decision with owner and date, list anything parked, agree system changes and set the adoption-check date.

Step 1: What our best customers have in common (25 minutes)

- **Exercise:** Sort the customer list into best, average and poor fit by outcome, then look for the traits the best share.
- **Repair approach:** Put the current definition beside the customer evidence and mark where they disagree.
- **Evidence to put on the table:** Won, lost and churned customers for 12 to 24 months, with industry, size, region and outcome. Win rate by segment and size from the CRM export. Every current written definition, with its date and owner. Blank or stale fields, counted, so gaps read as unknown.
- **How the proposed draft is prepared:** The practitioner sorts the evidence before the session and proposes three to five traits. Each trait shows its source. A trait without a source is marked as opinion. Repair: each current definition sits beside the evidence, marked keep, change or remove.
- **Decision:** Which traits go into the market register? Option 1: Accept the proposed traits. Option 2: Accept, and hold any weak trait as a preference for one quarter. Option 3: Change a trait, naming the evidence.
- **Decided by and recorded in:** Sponsor; Decision log; Customer evidence; Current definitions.
- **Ask the room:** Which customers would we want ten more of? Point to the row, not the memory. Which customers would we want ten more of, and why? What do the lost and churned customers have in common? Which traits are facts in the data, and which are opinions in the room?
- **If stuck:** If the room argues from anecdotes, go back to the win-rate table and ask which row the anecdote belongs to.

Worked example: Northgate Systems (fictional)

© RepAgentic 2026. All rights reserved. Not for reuse or resale.

RepAgentic

WHAT COMES NEXT

Start with a free Outside-In Read

This example shows what RepAgentic produces. Your own read starts from your public record, at no cost and with no obligation: where your go-to-market stands, the first area to fix and the questions that settle it.

Email

jeremy@repagentic.com

This is a public sample: 10 pages from the configured module. The full GTM Build Pack, with every workshop, workbook and the facilitator guide, is walked through in a meeting.

Northgate Systems is an invented company. Every name, figure and finding is made up to show how RepAgentic works.

© RepAgentic 2026. All rights reserved. Not for reuse or resale.