RepAgentic

GTM Build Pack

Tallis Field Software · Greenfield route · v1.0

The Build edition: 9 units from the first three modules, configured to the account

A company with no new-business team starts with the Build edition: nine units across the first three modules, chosen for what a first seat needs before day one. The other units follow once there is a team to run them. This public sample shows selected pages from two configured workshops, the target market and the first seat, with one workbook page and the first page of the facilitator guide, each set with Tallis's own findings, people and dates. The full Build edition is walked through in a meeting.

1. Market Reality — Build

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

2. Revenue Plan — Build

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

3. Team Design — Build

- 3.1 **Capacity and hiring plan** — in this example
- 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 — Build

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

5. Motions — Build

- 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 — Build

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

7. Systems and Data — Build

- 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 — Build

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

In this sample

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Workshop deck: the first seat (opening and the seat decision)	6
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Tallis Field Software 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. Greyed units are added once there is a team to run them.

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

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

Tallis Field Software · 19 Oct 2026, 9:30 AM · Tallis, Newcastle office

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

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QUESTION 1 OF 5 · WHAT WE FOUND

Ellie sorted all 23 customers. Five of the last six wins share three traits.

- Maintenance contractors with 80 to 250 field staff, on council or water maintenance contracts.
- 21 of 23 customers are in NSW and Queensland.
- The three smallest customers churned or never grew.

5 of 6

recent wins were maintenance contractors with 80 to 250 field staff

WHAT WE LOOKED AT

- Customer list (September 2026)
- Deals won and lost, last 12 months

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QUESTION 1 OF 5 · WHAT WE SUGGEST

Three must-haves, and location as a preference

WHAT WE SUGGEST FOR TALLIS FIELD SOFTWARE

- Must-have: a maintenance contractor.
- Must-have: 80 to 250 field staff.
- Must-have: council or water maintenance contracts.
- Preference: NSW and Queensland, until the seat tests elsewhere.

ASK THE ROOM

Which of your customers would you want ten more of?

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QUESTION 1 OF 5 · YOUR CALL

Priya, which traits go in?

OPTION 1

All four, as must-haves.

OPTION 2

The three must-haves, with location held as a preference until the first seat has tested Victoria.

OPTION 3

Change one, and say which customers support the change.

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

WHY IT MATTERS

The first seat's whole list comes from these traits.

WE'LL WRITE DOWN

- Who decided: Priya Kaur
- What we chose, and any changes
- The date: 19 Oct 2026

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TEAM DESIGN WORKSHOP: THE FIRST SEAT

Which first seat you start with, and what it covers

Tallis Field Software · 14 Oct 2026, 9:30 AM · Tallis, Newcastle office

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

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QUESTION 1 OF 4 · WHAT WE SUGGEST

Start with a fractional senior seller, four days a week

WHAT WE SUGGEST FOR TALLIS FIELD SOFTWARE

- A practised seller for proposals, panels and first meetings, about AUD 6,000 a month.
- The next best fit is a founder-led program with support, if the right seller can't be found by 30 Oct.
- What must be true: Priya's six hours protected, and Rob confirms the cost by 23 Oct.

ASK THE ROOM

What would make you regret this choice in six months?

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QUESTION 1 OF 4 · YOUR CALL

Priya, which first seat do we start with?

OPTION 1

A fractional senior seller, four days a week.

OPTION 2

A founder-led program with support, with a seller added later.

OPTION 3

A fractional seller now, with a hire reviewed at month six.

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

WHY IT MATTERS

The board meets on 18 Nov and the seat must be chosen by 30 Oct to start in the new year.

WE'LL WRITE DOWN

- Who decided: Priya Kaur
- What we chose, and any changes
- The date: 14 Oct 2026

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Seat options

3.1 Capacity and hiring plan · Tallis Field Software · Build

Option	Points towards it	Points away from it	Cost a year	Months to ramp	Status
Fractional or part-time senior seller	Judgement-led work; funded months fit the ramp	None found	AUD 72,000	4	Proposed
Hire a new business person	Coach named with time	Ramp longer than funding	AUD 150,000	9	Proposed

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Build edition: facilitator guide

GTM Build Pack · Build version (greenfield) · v1-1 · 2 October 2026 · Tallis Field Software

Start here

The Build edition is the first Build Pack for a founder with no sales team yet. Nothing is written down, so every session builds the first version from the customers the founder has already won, rather than correcting a process that exists.

At this stage: Nothing is written down yet, and that's expected. Today we write the first version from the customers you've already won.

It covers the nine parts the first seat needs: who you sell to, who buys, which accounts come first, how the first seat works, the stages, the handover, and the first seat itself, its pay and who looks after the CRM. The rest of the Build Pack waits for the six-month test.

Builds on: the founder pre-work and the Verified Plan. The client keeps the Verified Plan; the account record and interview record stay with RepAgentic.

The nine parts

Part	Type	Time	You leave with
Market Reality: Target market and qualified account	Workshop	2.5 hours	Market register built from your customers (dated, owned); Account standard and lead standard, side by side; Exception rule; System changes for your own team to make
Market Reality: Buyer roles and personas	Workshop	2 hours	Buyer-role map from your won deals; Priority roles, and who reaches each; A sourced guide for each priority role; Capture fields for your own team to add
Market Reality: Priority rules	Build	Half a day to 1 day of the founder's time	Rule register in plain sentences; Weekly list routine; Exception log
Revenue Plan: Motion and strategy	Workshop	2.5 hours	How the first seat works: routes, the founder and seat split, and review dates; A signed first named-account list
Revenue Plan: Buyer stages	Build	1 day of the CRM owner's time, with 2 hours of the founder's	A written meaning, owner and exit rule for every stage; System changes for your own team to make
Revenue Plan: Handover and service levels	Workshop	2 hours	A written handover note and send-back reasons; Response times both sides agree
Team Design: Capacity and hiring plan	Workshop	2 hours	The chosen first seat, sized and costed; A six-month keep, change or stop test; A coaching rhythm for the first eight weeks
Team Design: Pay and	Build	Half a day of the	A signed pay and target sheet with a one-

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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

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This is a public sample: 9 pages from the configured module. The full GTM Build Pack, with every workshop, workbook and the facilitator guide, is walked through in a meeting.

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