RepAgentic

Know what's true about your go-to-market. Then fix it in the right order.

VERIFIED PLAN

Tallis Field Software

Your go-to-market, verified from the inside, with every action dated and owned.

Prepared for	Priya Kaur and Marcus Jensen
Prepared by	RepAgentic
Date	2 October 2026
Version	v1.9

Tallis Field Software is an invented company. Every name, figure and finding is made up to show how RepAgentic works.

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Build Market Reality first and appoint a fractional or part-time senior seller. At the test you set, the seat brings in AUD 96k to 144k of first-year business a year against a AUD 72k cost.

Why

1. The first seat pays for itself at the low end: AUD 77k gross profit a year against its AUD 72k cost.
2. Market Reality is 10% Build. Tallis knows its best customers from experience: contractors with 80 to 250 field staff on council contracts won five of the last six deals.
3. Revenue Plan is 0% Build. Priya Kaur runs every deal herself.

What happens next

Starts	Action	Working by
12 Oct 2026	**Target market** Market Reality; Priya Kaur (approves), Ellie Lam (drafts)	30 Nov 2026
12 Oct 2026	**Qualified account standard** Market Reality; Priya Kaur (approves), Ellie Lam (drafts)	7 Dec 2026
26 Oct 2026	**Hiring plan and budget** Team Design; Priya Kaur (decides), Rob Bell (costs), Amy Hart (contracts)	7 Dec 2026

Starts 12 Oct 2026 **Check-in** 25 Jan 2027 **Ends** 12 Jul 2027 **137 hours** from your team

Decisions needed first

Which first seat to start with, and when. Priya Kaur, by 30 Oct 2026

How the first seat is paid and what its target is. Priya Kaur, by 13 Nov 2026

Where the first seat could lead. Priya Kaur, by 30 Apr 2027

What it is worth

AUD 96k to 144k of first-year business a year from the first seat, against a seat cost of AUD 72k.

Low: the six-month test you set	4 wins a year	AUD 96k
High: your own last 12 months	6 wins a year	AUD 144k

Worked from your own sales figures; the workings are in the written plan.

How to read the rest

Who is accountable	pages 3 to 5
What it is worth	page 6
Account summary	page 7
One page per capability	pages 8 to 15
The written plan, with every action dated	from page 16

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Who is accountable for what. All 48 actions in this plan, from 12 Oct 2026 to 12 Jul 2027, grouped by capability. Each action names its owner on the capability pages; this page shows who carries each capability as a whole.

A Accountable: owns the result and signs the work off. One person per capability.

R Responsible: does the work.

C Consulted: their earlier work feeds this capability, so they are asked before it is final.

I Informed: told when each piece is done and working.

Capability	Actions	When	Stage	Priya Kaur Founder and Chief Executive Officer	Marcus Jensen Co-founder and Chief Technology Officer	Ellie Lam Customer Success Lead	Rob Bell Finance	Amy Hart Operations and People Manager
1. Market Reality Build	5	12 Oct 2026 to 25 Jan 2027	Stage one	A		R		
2. Revenue Plan Build	5	16 Nov 2026 to 1 Mar 2027	Stage one	A	R	R		
3. Team Design Build	6	26 Oct 2026 to 22 Mar 2027	Stages one and two	A	R		R	R
4. Value Story Build	5	8 Feb 2027 to 5 Apr 2027	Stage two	A	R	R		
5. Motions Build	7	1 Mar 2027 to 17 May 2027	Stage two	A		R		
6. Rep Readiness Build	6	8 Feb 2027 to 21 Jun 2027	Stage two	A	R			R
7. Systems and Data Build	11	9 Nov 2026 to 12 Jul 2027	Stages one and two	R	A		R	
8. Metrics Build	3	8 Mar 2027 to 17 May 2027	Stage two	I	A		R	
Hours on this plan				80 h	24 h	22 h	6 h	4 h
Busy on this plan until				14 Jun 2027	19 Apr 2027	15 Mar 2027	5 Apr 2027	26 Apr 2027

Built from the dated actions: the person who approves or leads most of a capability's actions is accountable for it; everyone else named on its actions is responsible. Change an owner on an action and this page changes with it.

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First seat recommended: fractional or part-time senior seller. Next best: founder-led program with support. Main reason: the most important job needs judgement more than volume: proposals, panels and senior conversations.

Six-month test you set: Keep: six qualified opportunities and two wins by month six. Change: opportunities but no wins. Stop: fewer than three qualified opportunities.

Full-time hire: AUD 150,000 a year, 8 clients to cover, 9 months to ramp, not fundable

Fractional senior seller: AUD 72,000 a year, 4 clients to cover, 4 months to ramp, fundable

Where you are now

12/192 6% Build

First area to build: Market Reality. **Lowest:** Revenue Plan (0%).

The starting band for a business creating its first new-business motion.

Value at stake: AUD 96k to 144k of first-year business a year from the first seat, against a seat cost of AUD 72k.

Plan and capacity

Starts 12 Oct 2026 **Check-in** 25 Jan 2027 **Ends** 12 Jul 2027

137 hours from your team, dated from the hours each person offered. Stage one, 52 hours, ends 1 Mar 2027; stage two follows on the same hours.

With the extra hours offered by Priya Kaur and Ellie Lam: ends 12 Jul 2027, the same date: the start limit sets the pace, so the hours ease the weekly load.

How to read this plan. One page per capability follows, in the order above: where you are, the next band and date, each gap linked to its action, and how you will know it is done and working.

Can the team self-start? 0 of 6 core roles in place. 3 core roles are not filled yet, as expected before a first seat; the GTM Build Pack or an Advisory Seat covers them until the seat starts.

Missing Marketing leader by 2 Nov 2026; SDR leader by 9 Nov 2026; Enablement owner by 26 Apr 2027.

Stretched Revenue leader by 25 Jan 2027.

Interim Revenue operations owner by 2 Nov 2026; Sales manager or senior AE by 18 Jan 2027.

Eight capabilities at a glance

Capability	Now	Next band	First action
1. Market Reality First	10% Build	Repair 25 Jan 2027	Write the target market from the 23 customers: must-haves, exclusions and two tiers. Priya Kaur (approves), Ellie Lam (drafts); by 2 Nov 2026
2. Revenue Plan	0% Build	Repair 15 Feb 2027	Write how the first seat will work: which routes it covers and what the founder keeps. Priya Kaur; by 23 Nov 2026
3. Team Design	8% Build	Repair 22 Feb 2027	Take the first seat choice, cost and contract to the board. Priya Kaur (decides), Rob Bell (costs), Amy Hart (contracts); by 9 Nov 2026
4. Value Story	15% Build	Repair 5 Apr 2027	Turn two customers into short case studies with results. Ellie Lam; by 22 Feb 2027
5. Motions	0% Build	Repair 10 May 2027	Design one multi-touch campaign for the first 60 accounts. Priya Kaur; by 15 Mar 2027
6. Rep Readiness	0% Build	Repair 14 Jun 2027	Write the check for any AI-drafted outreach before it is used. Marcus Jensen; by 15 Feb 2027
7. Systems and Data	11% Build	Repair 3 May 2027	Set up a separate sending domain, move the policy to enforced and name who checks placement monthly. Marcus Jensen; by 16 Nov 2026
8. Metrics	0% Build	Repair 17 May 2027	Specify the pipeline and revenue report. Rob Bell; by 5 Apr 2027

First weeks: what starts before the check-in

12 Oct 2026: Target market (Market Reality; Priya Kaur (approves), Ellie Lam (drafts))

12 Oct 2026: Qualified account standard (Market Reality; Priya Kaur (approves), Ellie Lam (drafts))

26 Oct 2026: Hiring plan and budget (Team Design; Priya Kaur (decides), Rob Bell (costs), Amy Hart (contracts))

26 Oct 2026: Revenue operations owner (Team Design; Priya Kaur (names), Marcus Jensen (owner))

9 Nov 2026: Ideal customer profile (Market Reality; Priya Kaur)

10 more start before the check-in; see the capability pages.

Roles and who does the work

Role	Held by	Status	Hours at h/wk	Done by
Revenue leader	Priya Kaur	Stretched	80 h at 4 h/wk	14 Jun 2027
Marketing leader	nobody	Missing	-	-
SDR leader	nobody	Missing	-	-
Revenue operations owner	Marcus Jensen	Interim	24 h at 2 h/wk	19 Apr 2027
Enablement owner	nobody	Missing	-	-
Sales manager or senior AE	Priya Kaur	Interim	80 h at 4 h/wk	14 Jun 2027
Finance partner	Rob Bell	In place	6 h at 0.5 h/wk	5 Apr 2027
People partner	Amy Hart	In place	4 h at 1 h/wk	26 Apr 2027
Executive approver	Priya Kaur	In place	80 h at 4 h/wk	14 Jun 2027
Also in the plan	Ellie Lam		22 h at 2 h/wk	15 Mar 2027

Core roles above the line, supporting below. Colours follow the bands.

Decisions to make first

Which first seat to start with, and when. Priya Kaur, by 30 Oct 2026

How the first seat is paid and what its target is. Priya Kaur, by 13 Nov 2026

Where the first seat could lead. Priya Kaur, by 30 Apr 2027

Whether AI tools will research or draft outreach. Marcus Jensen, by 30 Apr 2027

Where the GTM Build Pack helps

The first GTM Build Pack covers 9 units across Market Reality, Revenue Plan and Team Design, including the first seat.

Each arrives configured with this plan's evidence and proposed drafts. A second Build Pack can cover stage two if you want help with it. The plan, including stage two, stands on its own without it.

Behind the capability pages: the written plan, the dated action list and the first seat assumptions.

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First seat recommended: fractional or part-time senior seller. Next best: founder-led program with support.

Six-month test you set: Keep: six qualified opportunities and two wins by month six. Change: opportunities but no wins. Stop: fewer than three qualified opportunities.

Where you are now

2/20 10% Build First area to build

Tallis knows its best customers from experience: contractors with 80 to 250 field staff on council contracts won five of the last six deals. None of it is written down yet, so a new seller would have nothing to work from.

Next band and date

Repair by 25 Jan 2027

Needs 9 of 20 points. The actions here reach 12 once each change is shown working. Dated from the hours your team offered.

With the extra hours offered by Priya Kaur and Ellie Lam: 18 Jan 2027.

Worth: Part of the first seat's AUD 96k to 144k a year.

What to keep

Target market: Keep the 80 to 250 field staff and council contract signs from the founder's notes

Ideal customer profile: None to keep

Qualified account standard: Keep the three first-call questions as a starting point

Priority list rules: None to keep

Buyer personas: Keep the customers' own words from the testimonials

The gap

	Plan to bridge it
1 **Target market:** Planned. Founder's ideal customer notes name an owner and a next step: test against the customer list in October.	Write the target market from the 23 customers: must-haves, exclusions and two tiers. Priya Kaur (approves), Ellie Lam (drafts); by 2 Nov 2026; 6 h
2 **Qualified account standard:** Not started. No written test for a qualified lead.	Write what makes an account and a lead qualified, side by side. Priya Kaur (approves), Ellie Lam (drafts); by 9 Nov 2026; 4 h
3 **Ideal customer profile:** Not started. No written profile of the people who buy.	Map who chooses, who signs and who can block in a contractor deal. Priya Kaur; by 16 Nov 2026; 4 h
4 **Buyer personas:** Not started. No buyer personas.	Draft guides for the operations director and compliance manager from five customer interviews. Ellie Lam; by 14 Dec 2026; 5 h
5 **Priority list rules:** Not started. No priority list; the founder decides who to call.	Write the rules for which accounts the first seat works each week. Priya Kaur; by 14 Dec 2026; 3 h

Decisions to make first

None identified.

Depends on

Depends on: nothing earlier. This is where the work starts.

Holds up: Revenue Plan, Systems and Data

These cannot deliver fully until this is built.

Missing **Marketing leader.** Priya writes the website and LinkedIn posts. Named by action 1 here, by 2 Nov 2026.

Done when / working when

1 Target market written from the 23 customers and approved by Priya Kaur. **Working:** Every new opportunity for four weeks checked against it, by 30 Nov 2026

2 Qualified account and qualified lead standard approved. **Working:** Ten recent deals scored the same way by two people, by 7 Dec 2026

3 Buyer-role map for operations director, managing director and compliance manager. **Working:** Role recorded on every new opportunity for four weeks, by 14 Dec 2026

4 Two buyer guides drafted from customer interviews. **Working:** Used in call preparation for four weeks, by 25 Jan 2027

5 Written priority rules for the first seat's account list. **Working:** Four weekly lists built from the rules, by 25 Jan 2027

Where the GTM Build Pack helps

Target market and qualified account: Market register with firmographic tiers; lead standard and account standard side by side; qualified account matrix.

Buyer roles and personas: Buyer-role map and a persona canvas for each priority role, linked to buying stage.

Priority rules: Written priority rules any person can state without opening a platform, with an owner and review date.

Arrives configured with this page's evidence and proposed drafts. This page stands on its own without it.

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First seat recommended: fractional or part-time senior seller. Next best: founder-led program with support.

Six-month test you set: Keep: six qualified opportunities and two wins by month six. Change: opportunities but no wins. Stop: fewer than three qualified opportunities.

Where you are now

2/24 8% Build

A budget of AUD 90,000 is set for a first seat, with the type still open. There is no capacity model, pay plan or named CRM owner yet.

Next band and date

Repair by 22 Feb 2027

Needs 10 of 24 points. The actions here reach 14 once each change is shown working. Dated from the hours your team offered.

The extra hours offered by Priya Kaur and Ellie Lam do not bring this forward.

Worth: Part of the first seat's AUD 96k to 144k a year.

What to keep

Headcount linked to coverage: None to keep

Recruitment process: None to keep

Hiring plan and budget: Keep the AUD 90,000 budget line

Team culture: None to keep

Pay and quota: None to keep

1 more in the full assessment behind these pages.

The gap

	Plan to bridge it
1 **Hiring plan and budget:** Planned. Board paper sets a AUD 90,000 budget for a first seat with Priya as owner and a decision due in October.	Take the first seat choice, cost and contract to the board. Priya Kaur (decides), Rob Bell (costs), Amy Hart (contracts); by 9 Nov 2026; 3 h
2 **Revenue operations owner:** Not started. Marcus covers the CRM set-up but there is no named owner or remit.	Name the CRM owner with hours and a written remit. Priya Kaur (names), Marcus Jensen (owner); by 2 Nov 2026; 2 h
3 **Pay and quota:** Not started. No pay or target model.	Write the first seat's retainer and target from the six-month test. Priya Kaur (approves), Rob Bell (costs); by 11 Jan 2027; 3 h
4 **Headcount linked to coverage:** Not started. No headcount structure.	Size the accounts and hours the first seat can cover. Priya Kaur; by 25 Jan 2027; 3 h
5 **Recruitment process:** Not started. No recruitment plan.	Write a recruitment pack if the seat later becomes a hire. Amy Hart (drafts), Priya Kaur (approves); by 22 Feb 2027; 3 h

Also in the dated plan: 6 Team culture (by 15 Feb 2027).

Decisions to make first

Which first seat to start with, and when. Priya Kaur decides, by 30 Oct 2026

How the first seat is paid and what its target is. Priya Kaur decides, by 13 Nov 2026

Depends on

Depends on: Revenue Plan

Holds up: Revenue Plan, Systems and Data

Stretched **Revenue leader.** Priya Kaur also runs the business and closes every deal. Named by action 4 here, by 25 Jan 2027.

Missing **SDR leader.** No development seat exists. Named by action 1 here, by 9 Nov 2026.

Interim **Revenue operations owner.** Marcus Jensen looks after the CRM set-up alongside product work. Named by action 2 here, by 2 Nov 2026.

Done when / working when

1 Seat choice, cost and contract approved by the board. **Working:** Seat contracted within the approved budget, by 7 Dec 2026

2 CRM owner named with hours and a written remit. **Working:** Owner runs the monthly record check twice, by 30 Nov 2026

3 Retainer and target for the first seat written and agreed. **Working:** Applied from the seat's first month, by 8 Feb 2027

4 Capacity model: accounts and hours the seat can cover. **Working:** First seat's account list matches the model, by 22 Feb 2027

5 Recruitment pack approved: role, scorecard, interview steps and reference checks. **Working:** Used for the first hiring round, or held ready with the board decision recorded, by 22 Mar 2027

Action 6 is in the dated action list behind these pages.

Where the GTM Build Pack helps

Capacity and hiring plan: Capacity model by territory and an approved in-house versus outsourced hiring plan.

Recruitment pack: Scorecard, interview guide, weighted rubric and candidate record.

Team culture: One-page culture charter with observable behaviours and rituals.

Pay and quota: Quota derivation and pay plan with plain-language participant summary.

Plus revenue operations ownership.

Arrives configured with this page's evidence and proposed drafts. This page stands on its own without it.

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What your first customers already prove

Your answers below are marked as done and are backed by a document you shared. They are the strongest base for the build.

Question	What you have done	Shown by
Where is the business today?	23 customers, ARR AUD 1.9m, 18 staff. Profitable at the operating line; no outside funding. Runway is not a constraint for the business, but the board will fund a new seat for six months before it must pay its way.	The customer list, the July board paper
How have your customers found you so far?	About 70% from my own network and referrals, 17% from council-contractor panel listings, 9% from our asset-platform partner and one customer from the 2025 agency.	The customer list
What budget and time can you commit to building it?	AUD 90,000 for the first seat this financial year and AUD 6,000 for tools. Build hours: Priya 4 a week, Marcus 2 a week, Ellie 2 a week from 19 October, Amy 1 a week. Fixed dates: board meetings 18 November and 17 February; Christmas close 21 December to 1 January.	The July board paper
Describe your best five customers: industry, size, location and the role of the person who bought.	Five best customers are maintenance contractors with 80 to 250 field staff on council contracts in NSW and Queensland; four bought through the operations director, one through the managing director.	The customer list
Why did they buy, in their words if you can remember them?	They were failing council audits on job records and spending a day a week rebuilding timesheets. 'We stopped losing the Friday to paperwork.'	The testimonial quotes
What is your typical deal size and how long do deals take from first conversation to signed?	Typical first-year value AUD 24,000; about four months from first conversation to signed.	The won and lost deals list, the pricing sheet and proposal
What steps does a deal go through today, even informally?	First call, demonstration, proposal, trial on one crew, signed. The CRM has five stages but no written meanings.	The CRM settings export
How do you describe what you do, and for whom, in one or two sentences?	Scheduling and job records that pass council audits, for maintenance contractors with field crews.	The sales deck
What proof do you have: results, testimonials, case studies or well-known customers?	Two testimonial quotes with permission; no results figures yet.	The testimonial quotes
What have you tried yourself to find new customers? What worked and what did not?	The 2025 agency booked 11 meetings in four months; only 4 were with an operations director and one became a customer. My own referrals work best.	The agency trial summary

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#	Action	Owner	Hours	Start	Done	Working by
	compliance manager from five customer interviews					
11	Write the rules for which accounts the first seat works each week	Priya Kaur	3	7 Dec 2026	14 Dec 2026	25 Jan 2027
12	Write the first seat's retainer and target from the six-month test	Priya Kaur (approves), Rob Bell (costs)	3	7 Dec 2026	11 Jan 2027	8 Feb 2027
13	Choose the first 60 accounts and how each will be approached	Priya Kaur (approves), Ellie Lam (drafts)	3	4 Jan 2027	11 Jan 2027	8 Feb 2027
14	Write what the seat hands to the founder and what the founder can send back	Priya Kaur	3	4 Jan 2027	18 Jan 2027	15 Feb 2027
15	Size the accounts and hours the first seat can cover	Priya Kaur	3	18 Jan 2027	25 Jan 2027	22 Feb 2027
16	Agree response times between the seat and the founder	Priya Kaur	2	25 Jan 2027	1 Feb 2027	1 Mar 2027

What done and working look like

#	Practice	Done when	Working when
1	Target market	Target market written from the 23 customers and approved by Priya Kaur	Every new opportunity for four weeks checked against it
2	Qualified account standard	Qualified account and qualified lead standard approved	Ten recent deals scored the same way by two people
3	Hiring plan and budget	Seat choice, cost and contract approved by the board	Seat contracted within the approved budget
4	Revenue operations owner	CRM owner named with hours and a written remit	Owner runs the monthly record check twice
5	Ideal customer profile	Buyer-role map for operations director, managing director and compliance manager	Role recorded on every new opportunity for four weeks
6	Sending infrastructure	Separate sending domain set up and policy enforced	Placement checked monthly, twice
7	Development model	Operating model paper for the first seat approved	Seat works to the model for four weeks
8	System of record	Source, buyer role and lost reason fields live and required; stage meanings written	Fields complete on every new deal for four weeks
9	Buyer stages in the CRM	Written meaning and exit rule for each of the five stages	Monthly sample of ten deals passes the stage rules
10	Buyer personas	Two buyer guides drafted from customer interviews	Used in call preparation for four weeks
11	Priority list rules	Written priority rules for the first seat's account list	Four weekly lists built from the rules
12	Pay and quota	Retainer and target for the first seat written and agreed	Applied from the seat's first month
13	Account or lead strategy	Account-based development strategy for the first 60 accounts approved	Seat works only the approved accounts for four weeks

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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: 8 of the plan's 39 pages. The full Verified Plan, with every capability, the dated actions and the value worked out, is walked through in a meeting.

Tallis Field Software is an invented company. Every name, figure and finding is made up to show how RepAgentic works.

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