

Find what to stop buying. Find what to build. Know what *never* to build.

A 10-business-day independent review of your go-to-market technology stack, run against the Five Tests from *Navigating B2B Sales – The Agentic Age Unpacked*.

Roland Kümin · Author, *Navigating B2B Sales*

BUILDORBUY.GURU

Every revenue team is standing *here*.

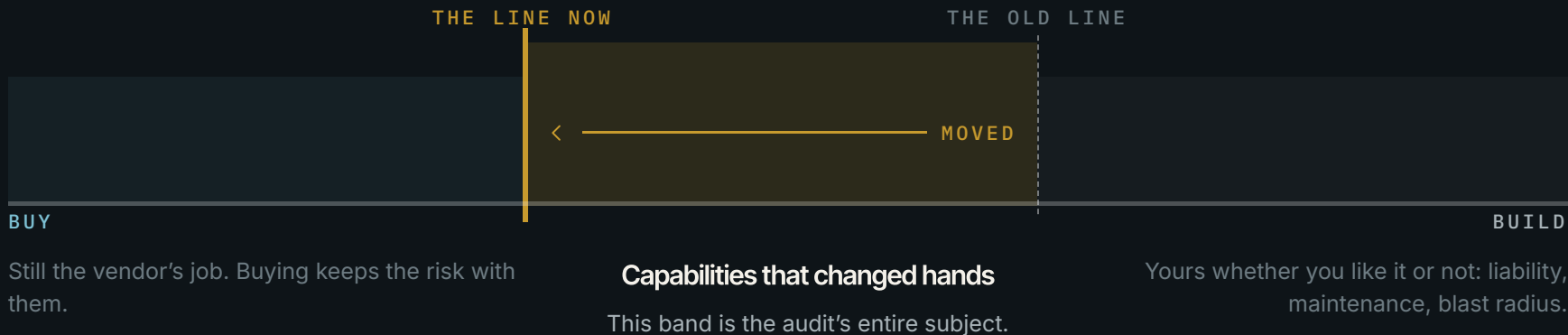
A contract renews. Someone asks what it costs. Nobody can say what it is actually for.

Where are we still paying SaaS prices for capabilities we could now manufacture ourselves — and where would building be a *costly mistake*?

Every renewal cycle, that question is answered by default — by inertia, by the vendor's roadmap, by whoever shouts loudest. Rarely by evidence.

The line moved. Most stacks haven't.

Capabilities that once needed a whole SaaS vendor can now be assembled in-house. Not all of them should be. The boundary moved; the contracts did not.



Money left on the table on one side. Hidden risk taken on the other.

Three forces, moving at once

The agentic age changed the maths of build-versus-buy. Each force alone is manageable. Together they are why a renewal signed on last year's logic is now a decision made by accident.

01

Costs compound silently

Seats, tiers and auto-renewals stack up one small decision at a time. Nobody owns the total, so nobody questions it.

02

The build option got real

What was a six-month project is now days of work — for the right capabilities, and only for those.

03

But building can backfire

Build the wrong thing and you own the liability, the maintenance and the blast radius forever. There is no renewal to walk away from.

An independent audit that turns the renewal question into a decision

In ten business days I review your GTM stack capability by capability and hand you a board-ready decision system. Not opinions — a defensible answer for each tool: keep buying, build, or hybrid.

INDEPENDENT

No allegiance either way

No vendor commission, no build-it-all bias. One outside view whose only job is your economics.

EVIDENCE-BASED

Numbers, not gut feel

Every call rests on spend data, usage reality and five structured tests you can re-run yourselves.

DECISION-READY

Something the board can act on

You leave with a matrix, a business case and a 90-day plan — not a slide about frameworks.

Every capability runs through five questions

1

Liability*Who carries the downside if the output is wrong?*

2

Moat*Is the real value data, access or neutrality we cannot own?*

3

Specificity*Does this need to work differently for us?*

4

Volatility*How fast does the external environment change?*

5

Blast radius*When it fails, how far does the damage travel?*

What does build-or-buy look like in practice?

One CRM capability. One real decision.

CAPABILITY Keep CRM records current

CURRENT MODEL

Full SaaS seat > human opens CRM > updates record

AGENTIC ALTERNATIVE

CRM stays > human uses WhatsApp / Telegram / voice >
agent updates CRM

LIABILITY

Low

MOAT

Vendor's

SPECIFICITY

High

VOLATILITY

Low

BLAST RADIUS

Contained

HYBRID

Keep or Buy the CRM. Build the window you look at it through.

Before auditing the whole stack, find one leak

The build-or-buy method, turned into software: point it at the CRM contract that renews next, and see the opportunity before you commit to anything.

01 Free CRM scan

Read-only analysis of 90-day write activity, opened with an invitation code.

02 Seats & spend verdict

Active · Light · Delegable · Dormant.

03 Savings case

What could actually be removed or delegated?

04 Executive audit

What else is hiding across the GTM stack?

If we can find unnecessary spend in one CRM renewal, what might be hiding in the rest of your stack?

Ten business days. One decision system.

The bar below is to scale: each phase is as wide as the days it takes.

Inventory



Days 1-2

Spend, seats, renewals,
workarounds.

Diagnose



Days 3-5

Each capability through the five tests.

Economics



Days 6-7

Three-year TCO.
Payback.

Prioritise



Day 8

Ranked by
value.

Decide



Days 9-10

Readout, decision, plan.

TWO WORKING WEEKS, START TO SIGNATURE-READY

10 BUSINESS DAYS

Six deliverables. Board-ready. Yours to keep.

01 Current Stack Map

A fact-based view of spend, ownership and renewal exposure.

03 Savings & TCO Business Case

Current cost, alternative cost, payback and three-year impact.

05 90-Day Action Plan

What to do first, what to prove, and what to leave alone.

02 Buy / Build / Hybrid Matrix

A defensible decision for each major capability.

04 Top 3 Priority Opportunities

Where action creates the highest economic value.

06 Executive Readout

A board-ready decision session with your management team.

Everything is handed over as working documents, not as a locked slide deck. You re-run the tests next renewal without me.

A practitioner's judgement, a codified method, real delivery capacity

THE PERSON

Roland Kümin

Serial entrepreneur and B2B sales leader. Decisions made from inside the leadership team, not studied from outside it.

- Digital Shaper — BILANZ Top 100 (2016)
- SaaS, BI and eCommerce leadership
- Years in Silicon Valley
- Author and keynote speaker

THE METHOD

Navigating B2B Sales

The Agentic Age Unpacked, second edition. The Five Tests, twelve GTM use cases and the TCO models at the heart of this audit come straight from its pages: written down, tested, repeatable.

THE DELIVERY

Avanti Group

When a decision leads to building, delivery is backed by Avanti Group's agentic engineering capacity — so you get diagnosis and, if you choose, execution.

- avantigroup.ai

The audit stays independent. Diagnosis first, with no obligation to build — and a capable partner ready when you decide to.

Start with one renewal.

See the opportunity before you commit.

CRM SEAT & SPEND SCAN

Free

with an invitation code

Read-only, no commitment. See which seats are active, light, delegable or dormant — and what that costs. Ask for a code and we open it for your account.

BUILD-OR-BUY EXECUTIVE AUDIT

CHF 15'000

10 business days, the entire GTM stack. Five Tests per capability, three-year TCO, board-ready readout.

Let us look first. If the free scan finds nothing, you have lost an afternoon and gained an argument for the vendor.

Where it can go *from here.*

The audit is the entry point. For teams that want to act on it, the same method carries through implementation and beyond.

Think, diagnose, execute — one continuous path

From a free scan to managed agents. Each step is driven by what the last one found — never sold in advance.

01 • EXECUTE-LED ENTRY

Free CRM Scan

THE WAY IN

Point it at the next renewal. Seat and spend verdict, no commitment.

Free • invitation code

02 • DIAGNOSE

Executive Audit

THE DECISION SYSTEM

The whole GTM stack. Five Tests per capability, three-year TCO, board-ready.

CHF 15'000

03 • EXECUTE

Build

THE IMPLEMENTATION

Purpose-built agents such as Renewal Hawk, delivered with Avanti engineering.

Project-based

04 • EXECUTE, ONGOING

Managed Agents

THE ONGOING EDGE

The agents keep running — confirmed writes, audit trail, ongoing edge.

From CHF 12 / user / month

A consulting-led software company: the book defines the method, the audit applies it, the agents run it.

The 90-Day Agentic Revenue Sprint

Thirteen weeks, again drawn to scale. Most of it is weeks 5 to 10 — building and proving one or two systems, not a portfolio.

Find the money

Weeks 1–2

Stack audit, renewal review, five tests, savings.

Choose the builds

Weeks 3–4

Business case, architecture, blast radius, buy / build / hybrid.

Build & prove

Weeks 5–10

One or two agentic systems, evaluation, approval rules, measurement.

Operationalise

Weeks 11–13

Governance, ownership, KPIs, next-wave roadmap.

Smaller doors into the same method

HALF A DAY

Executive Workshop

A 90-minute boardroom session on your real stack — the Five Tests applied live to the three contracts that renew next.

CHF 5–7.5k

SUBSCRIPTION

Live Vendor Index

Keeps the buy / build answer current as the market shifts, so a decision made this quarter is re-checked rather than assumed.

ENABLEMENT

Practitioner Certification

Train your team or your partners in the Five Tests methodology, so the judgement stays in the building.

Roland Kümin · buildorbuy.guru

In partnership with Avanti Group · avantigroup.ai

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