

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

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

IDEAL FOR 20–100 person B2B revenue teams Sales, marketing and RevOps under one budget owner.	FORMAT Remote / on-site hybrid No vendor commissions. No resale interest.	INVESTMENT CHF 15'000 Fixed fee. Ten business days.
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“ THE MANAGEMENT QUESTION

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

WHAT WE REVIEW 06	WHAT YOU RECEIVE 06
01 GTM tools, annual spend, seats and renewal dates	01 Current Stack Map Spend, ownership and renewal exposure, on one page.
02 Usage concentration and hidden workarounds	02 Buy / Build / Hybrid Matrix A decision for each major capability.
03 Capabilities behind each tool — not just vendor names	03 Savings & TCO Business Case Current cost, alternative cost, payback, 3-year impact.
04 Liability, data moat, specificity, volatility, blast radius	04 Top 3 Priority Opportunities Where action creates the highest economic value.
05 3-year TCO of BUY vs BUILD vs HYBRID	05 90-Day Action Plan What to do first, what to prove, what to leave alone.
06 Where to cancel, renegotiate, unbundle or build	06 Executive Readout A board-ready decision session with management.

THE FIVE TESTS APPLIED TO EVERY CAPABILITY

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?
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ONE DECISION SYSTEM 10 business days

Inventory	Diagnose	Economics	Prioritise	Decide
Days 1–2 Tools, spend, seats, renewals	Days 3–5 Five Tests, capability by capability	Days 6–7 3-year TCO and payback	Day 8 Top 3 by value	Days 9–10 Readout and 90-day plan