

# The GTM Landscape

A Market Comparison Guide



## **The GTM OS Market Comparison**

Part II in the salesXchange Strategic Series

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# The GTM Operating System Market Comparison

## Part II in the salesXchange Strategic Series

A strategic analysis of the emerging GTM Operating System category and what CEOs must understand before evaluating vendors.

Prepared by salesXchange

2025

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# Executive Summary

The GTM Operating System market is real, growing, and increasingly referenced across B2B.

But it is still early, fragmented, and largely undefined. Most vendors claiming “GTM OS” status are, in practice, enhancing existing elements of the revenue stack rather than delivering a genuinely architectural model that aligns with how modern B2B buyers behave.

This comparison is not a ranking. It is not a recommendation list.

Its purpose is to show how the market is forming, and where structural gaps remain, so CEOs can make informed long-term decisions.

Across the eight providers reviewed, four major themes emerge:

## 1. The GTM OS category is still forming

Most platforms labelled as “GTM OS” are frameworks, workflow engines, analytics platforms, or AI-augmented extensions of existing tools.

Few deliver the system-level behaviour required to influence the earliest and most important stages of the buyer lifecycle.

## 2. Most solutions optimise the existing demand-generation model

Despite adopting the language of “Operating Systems”, many vendors still operate downstream — refining pipeline mechanics rather than addressing visibility, anonymous buyer behaviour, or education at scale.

**“The GTM OS category is forming — but very few platforms deliver anything close to a true operating system for modern buying behaviour.”**

### 3. A true GTM OS must be architectural, not functional

An operating system should unify visibility, education, engagement, readiness, conversion, and organisational cadence.

Most players currently strengthen individual components without delivering end-to-end alignment.

### 4. A significant market gap remains at the top of the lifecycle

Across the market, there is limited capability to influence:

- anonymous buyer behaviour
- proactive market education
- broad-scale visibility across the TAM
- readiness-based engagement instead of pressure-based conversion

This gap represents the core opportunity for any organisation seeking predictable, buyer-aligned growth.

**“This document does not recommend vendors; it maps the GTM OS category as it exists today, highlighting gaps, strengths and strategic implications for CEOs.”**

# GTM Landscape



# Why Downstream Optimisation Is Not Enough

Most GTM OS solutions reviewed in this report provide enhancements to mid- and late-funnel operations.

This includes better forecasting, cleaner workflows, improved analytics and tighter internal alignment.

These capabilities are important, but they do not address the largest and most commercially significant part of the buyer lifecycle: the part where buyers remain anonymous.

Downstream optimisation improves efficiency but does not expand consideration, shape demand or increase the number of buying cycles available to the organisation.

It improves conversion potential but does not increase addressable opportunity. This is why downstream-only operating systems fail to create meaningful, sustained growth.

## Where Growth Actually Occurs

Growth occurs upstream, long before a salesperson is involved. Buyers form their views, research solutions, interpret problems and establish preferences anonymously. By the time they engage, most of their decision has already been shaped.

This means that GTM OS platforms which concentrate their influence on internal optimisation are addressing only a fraction of the commercial opportunity.

Systems that influence visibility, education and early-stage readiness create the conditions in which more buying cycles emerge and more early consideration is won.

This upstream influence is the structural driver of sustainable revenue growth.

**“Downstream optimisation improves efficiency. Early-lifecycle influence creates growth.”**

# From Tools to Systems

“The problem isn’t execution. The problem is architecture.”

For more than a decade, B2B companies have been buying tools at a rate that outpaces their ability to use them. Every year, the Martech stack grows, the workflow becomes more complicated, and the distance between what buyers actually want and what vendors deliver becomes wider.

The problem isn’t the tools. It’s the model the tools were built for.

Most platforms still assume linear funnels, visible intent signals, predictable hand-offs, and buyers who willingly identify themselves. None of that reflects reality. Modern buyers stay anonymous, they self-educate, and they only engage when their internal timing aligns.

This is why tool-led GTM models have hit a wall. Companies aren’t short of technology. They’re short of **architecture**.

What CEOs need today is not another dashboard, AI add-on, reporting layer, or workflow engine. They need a system that orchestrates the entire buyer lifecycle — from market visibility to readiness-driven meetings — without depending on guesswork or excessive manpower.

This is where the distinction matters: a **GTM tool** improves a task. **A GTM system** improves the outcome.

## Why Martech Has Hit a Wall

The traditional Martech ecosystem was designed for a world where:

- buyers followed a funnel
- lead scoring meant something
- gated content signalled intent
- nurture tracks drove engagement
- attribution reflected behaviour

That world no longer exists. Buyers avoid forms. They consume content invisibly. They make decisions internally. They compare vendors silently. By the time they appear, they have already built their shortlist — and it rarely includes companies who depended on MQL mechanics to get noticed.

Martech hasn't failed through lack of innovation. It failed because it was built on the wrong assumptions.

## Why CEOs Are Now Demanding Systems

When pipeline becomes unpredictable, it's almost never a talent issue or an execution issue. It is architectural. CEOs want three things:

- Daily visibility across their entire market
- Consistent education across the entire TAM that builds trust at scale
- An anonymous, frictionless path from awareness to meeting-ready buyers

No current Martech setup delivers this, because tools don't create alignment — systems do. A true GTM Operating System gives buyers what they want (information, anonymity, clarity) while giving the business what it needs (predictability, rhythm, and qualified meetings).

Instead of stitching more tools together, CEOs are choosing to rebuild their commercial infrastructure around lifecycle-wide orchestration. Not dashboards. Not campaigns. In other words: **a real operating system**, not another platform.

## The OS Threshold

A platform becomes a GTM Operating System only when it replaces the fragmented toolchain with a single, coherent structure that:

- makes the entire market visible
- educates prospects consistently
- enables anonymous engagement
- drives readiness-based conversion
- connects sales, marketing, and operations into one workflow

Anything less is not an OS. It's a tool with bigger branding.

This is the shift the market is moving towards – but very few vendors have crossed the threshold. Most are repackaging old ideas with new language. The gap between the promise of a GTM OS and the reality of what buyers need is still wide open.

**“The problem isn't effort. The problem is architecture.”**

# The Market's Blind Spot: Early Lifecycle Failure

Every GTM platform on the market claims to improve revenue, but almost all of them focus on the same narrow slice of the buyer journey – the middle and bottom of the funnel. Forecasting, enablement, dashboards, attribution, playbooks, sequencing, AI scoring – all useful, but none address the actual source of pipeline instability.

The biggest revenue failure in B2B isn't at the point of conversion.

It happens long before.

The early lifecycle stage – where buyers stay anonymous, gather information, compare vendors quietly, and form 70 percent of their decision – is almost completely ignored by most GTM tools. They cannot see it, measure it, influence it, or orchestrate it.

So companies build entire GTM models on a partial view of buyer behaviour, and then wonder why:

- pipelines fluctuate
- forecasting is unreliable
- sales teams spend their time chasing
- inbound quality is inconsistent
- “intent” signals fail
- campaigns rarely produce readiness

If you only optimise what you can see, you will always miss where the real decision-making happens.

Modern B2B buyers shape their view long before the first meeting. If your GTM model doesn't shape that view, someone else will.

## Why the Early Stage Matters Most

The early lifecycle determines:

- who gets noticed
- who gets trusted
- who gets excluded
- who buyers shortlist
- who they choose to evaluate
- how quickly they move

This phase requires visibility, education, credibility and rhythm – not funnels, not nurtures, not MQL scoring.

No GTM OS vendor today fully addresses this gap. They address what happens after a buyer shows themselves, not the behaviour that precedes it.

# What this means for CEOs

The GTM OS landscape is broad, inconsistent and heavily influenced by vendors whose systems are shaped around downstream activity.

For CEOs, the challenge is distinguishing between tools, frameworks and true operating systems, and understanding which solutions genuinely influence early-stage buyer behaviour.

This matters because the earliest stages of the buyer lifecycle determine future revenue.

Systems that do not influence visibility, education and readiness cannot materially shift commercial outcomes, even if they excel at downstream optimisation.

## The Structural Question

CEOs must assess whether a proposed GTM OS changes internal mechanics only, or whether it changes the behaviour of the market itself.

Most platforms reviewed focus on improving internal execution, forecasting or team alignment.

These are valuable but insufficient for reshaping demand or increasing consideration among anonymous buyers.

A true GTM Operating System must influence the largest part of the buyer lifecycle—the part where buyers are invisible.

**“A GTM OS that cannot influence anonymous buyers cannot meaningfully influence revenue.”**

# The GTM OS Market Landscape

**“You can’t fix a structural GTM failure with another tool. You need an operating architecture.”**

The GTM Operating System category is emerging at pace, but the definition remains inconsistent across the industry. Vendors with very different technical capabilities, architectural depth and commercial models are using the same label.

This makes it difficult for CEOs to assess where value is created, where gaps remain and which solutions genuinely function as systems rather than standalone tools.

Understanding the landscape requires first recognising the shift taking place across B2B: from tool accumulation to system design.

## Understanding a Rapidly Forming Category

While Martech and SalesTech have expanded dramatically over the past decade, growth has primarily occurred through point solutions and incremental optimisation of funnel mechanics.

This has created a fragmented revenue infrastructure with limited visibility, inconsistent education, irregular engagement and uneven alignment across the lifecycle.

As a result, many organisations now experience the same structural issues:

- limited reach into the anonymous stages of the buyer journey
- unpredictable engagement due to inconsistent education
- pipeline friction caused by misaligned processes and tools
- difficulty unifying operations across marketing, sales and revenue teams

These issues have contributed to the industry-wide shift toward GTM systems rather than individual tools.

## The State of the GTM Operating System Market

Despite growing interest in GTM Operating Systems, most of the category today consists of frameworks, workflow engines, analytics platforms or AI-augmented extensions of existing solutions.

Few currently deliver full lifecycle alignment or the architectural foundation needed to influence buyer behaviour upstream, where readiness is created.

This comparative analysis illustrates how each vendor approaches the concept of an operating system, where they concentrate their efforts and which lifecycle stages remain underserved.

**“The GTM OS category is emerging quickly, but definitions vary widely. Most platforms strengthen one part of the lifecycle, not the whole system.”**



# GTM Vendors

The Main GTM Players



# How to Read This Comparison

This document provides a structured comparison of eight vendors currently positioned in the emerging GTM OS category. It is not a ranking or recommendation.

Its purpose is to help CEOs understand how the category is forming, where gaps remain, and how these patterns influence long-term commercial strategy.

To make sense of the landscape, it helps to interpret the market through three lenses.

**“Use this comparison to understand the landscape, not to choose a vendor. It’s a map, not a recommendation.”**

## 1. GTM OS vs GTM Tool

Several providers describe their platforms as “GTM Operating Systems”, but most are, in practice, tools or frameworks rather than architectural systems. A GTM tool improves one stage of the lifecycle; a GTM OS aligns the entire lifecycle. This distinction is essential when evaluating claims.

## 2. Lifecycle Depth vs Lifecycle Breadth

Some vendors deliver depth but only in one part of the buyer journey (for example, forecasting or sales execution). Others deliver breadth but with limited depth.

Understanding where each provider sits clarifies which parts of the lifecycle remain unaddressed.

## 3. Alignment with Modern B2B Buying Behaviour

Most vendors still optimise the legacy funnel: attribution, scoring, pipeline management, forecasting. Modern B2B buyers behave anonymously, learn independently, and engage late.

Evaluating alignment with real buying behaviour is essential to assessing whether a claimed GTM OS can influence the earliest/important stages of demand formation.

# The Players in the GTM OS Market

**“Not all solutions using the GTM OS label operate as systems. This comparison focuses on the architecture underneath the terminology.”**

Nearly every vendor claiming to be a GTM Operating System fits into one of four categories. The names change. The branding changes. The technology changes. The underlying pattern doesn't.

## Overview

The term “GTM Operating System” is increasingly used across the industry but rarely with a precise or consistent definition. Some vendors refer to a structured methodology, others to a workflow engine, others to an AI-enhanced revenue platform.

As a result, solutions with fundamentally different capabilities, levels of depth and lifecycle influence are grouped under the same label.

This comparison looks beyond terminology and focuses on the underlying reality: how each provider approaches the idea of an operating system and where their strengths and limitations lie in relation to the full buyer lifecycle.

## How The Comparison is Set Out

This analysis examines eight platforms currently positioned in the GTM OS category. It evaluates each solution against three criteria:

1. whether it functions as a tool, framework or system
2. which parts of the buyer lifecycle it influences
3. how its capabilities align with modern B2B buying behaviour

The goal is not to rank or recommend vendors, but to help CEOs understand the structural dynamics shaping the GTM OS market and to identify where real architectural differences exist.

## Vendors & Products

This section summarises the eight providers currently positioned within the evolving GTM Operating System category.

Each entry reflects how the vendor describes its offering, the underlying nature of the product and the extent to which it resembles a true operating system.

The goal is not to recommend or rank vendors, but to clarify where each solution fits within the broader system landscape.

### 1. Framework Vendors

These companies sell methodology wrapped in software. You get structure, terminology and dashboards, but you still need multiple tools to execute the work.

Useful, but not an operating system.

### 2. Workflow Platforms

These vendors focus on orchestration — sequencing, playbooks, hand-offs, automations. They improve productivity, not buyer readiness. Better, but still incomplete.

### 3. Intelligence Platforms

Primarily forecasting, pipeline intelligence, AI scoring and deal inspection. Great for understanding what already happened, not influencing what buyers do next.

### 4. Point Solutions Wearing Bigger Clothes

These are niche tools rebranding themselves as operating systems. Strong in one area, weak everywhere else. Lots of noise, minimal architectural value.

## Arise GTM / Arise Revenue OS

### Overview

Arise offers both a strategic GTM methodology (ARISE OS) and a packaged Revenue Operating System built on HubSpot. The approach combines funnel auditing, insight-driven planning and rapid configuration of pre-built workflows to help teams operationalise GTM motions within the HubSpot ecosystem.

“A packaged HubSpot build is not an operating system. Arise strengthens execution but cannot influence anonymous buyers.”

#### 1. Product Category

Framework + Packaged CRM Configuration (Not a standalone operating system)

#### 2. Lifecycle Influence

Primarily mid- and late-funnel: planning, ABM motions, reporting and execution. Very limited influence on anonymous or early-stage buyer behaviour.

#### 3. Alignment With Modern B2B Buying Behaviour: Weak.

Modern buyers self-educate anonymously; Arise activates only after a buyer enters structured processes, meaning it cannot shape awareness or early-stage readiness.

### Nature of Product / Limitations

Arise is tightly integrated with HubSpot and does not operate independently. Its methodology is conceptually solid but relies on customers' existing Martech stacks to execute.

There is no multi-channel outreach engine, no TAM-level influence and no educational or content-production capability.

### Capabilities Overview

- Five-stage ARISE methodology: Assess → Research → Ideate → Strategise → Execute
- Revenue OS with pre-built HubSpot workflows for GTM Ops, PLG, ABM and reporting
- BI dashboards and pipeline visibility
- Rapid deployment through Supered configuration

## Aviso Agentic AI

### Overview

Aviso delivers an AI-powered revenue platform built around agentic workflows, forecasting and persona-driven autonomous agents designed to support sales execution and revenue operations.

#### 1. Product Category

AI Tool / Revenue Operations Platform

#### 2. Lifecycle Influence

Late-funnel focus: forecasting, pipeline qualification, sales execution. No ability to influence early-stage visibility or education.

#### 3. Alignment With Modern B2B Buying Behaviour: Low.

Aviso automates internal revenue tasks but does not address anonymous research, early consideration or market-wide education.

### Nature of Product / Limitations

Aviso's agentic architecture strengthens operational execution but remains downstream-only. It requires CRM involvement before activation and offers no system-level influence over the buyer lifecycle.

### Capabilities Overview

- AI Revenue Avatars (SDR, SE, Coach, CSM personas)
- Agentic workflows and 13-week cadences
- 50+ task-based revenue agents
- Deal inspection, forecasting and pipeline analytics

"Predictive intelligence strengthens forecasting, but forecasting alone does not create or accelerate early-stage demand."

## Dataflo

### Overview

“Dashboards align teams internally, but analytics alone cannot drive visibility, education or readiness.”

Dataflo positions its solution as a GTM OS that unifies data from sales, marketing and customer success into dashboard-driven reporting for leadership alignment and performance management.

#### 1. Product Category

Analytics Tool / Dashboard Platform

#### 2. Lifecycle Influence

Diagnostic only – provides reporting and insight, not influence or engagement. No early-lifecycle impact.

#### 3. Alignment With Modern B2B Buying Behaviour: Weak.

It supports internal decision-making but does not support buyer education, discovery or anonymous engagement.

### Nature of Product / Limitations

Dataflo is built entirely around analytics and dashboards. There is no operating-system-level functionality: no outreach engine, no automation, no content delivery, no lifecycle orchestration.

### Capabilities Overview

- Custom dashboards for sales, marketing, CS
- KPI and goal tracking
- Slack-based reporting and notifications
- Collaborative annotations (comments/tags)
- Integrates metrics from multiple platforms

# DealHub

## Overview

DealHub frames its offering as a GTM system that unifies quoting, contracting, subscriptions and sales workflows, aiming to streamline revenue execution across commercial teams.

### 1. Product Category

SaaS Revenue Tool (CPQ + Workflow Automation)

### 2. Lifecycle Influence

Late-funnel: configuring, quoting, contracting, revenue governance. Mid-funnel support for sales engagement. No early-lifecycle influence.

### 3. Alignment With Modern B2B Buying Behaviour: Limited.

DealHub activates once a buyer is already in the CRM; it cannot shape awareness or educate a TAM.

## Nature of Product / Limitations

DealHub's "GTM system" terminology is largely positioning. The platform remains a CPQ-centric toolset, strong in execution but not a lifecycle-wide operating system.

## Capabilities Overview

1. CPQ, CLM and subscription management
2. Sales engagement and guided selling
3. CRM data integration
4. Analytics and ROI dashboards
5. Workflow unification for revenue teams

"DealHub strengthens the operational mechanics of revenue workflows but does not influence anonymous or early-stage demand."

## GTMForce OS

### Overview

GTMForce offers an AI-enabled GTM platform built around market modelling, ICP prioritisation, predictive analytics and automated strategic planning frameworks.

Analytics improves visibility, but visibility alone does not create buyer readiness.”

#### 1. Product Category

AI-Driven GTM Tool (Analytics & Strategy Automation)

#### 2. Lifecycle Influence

Upstream planning and mid-funnel strategy alignment. No early-stage buyer education or content engagement capabilities.

#### 3. Alignment With Modern B2B Buying Behaviour: Moderate.

It helps internal teams target and plan but does not engage the market or influence anonymous buying behaviour.

### Nature of Product / Limitations

The platform emphasises AI insights over execution. There is no integrated content engine, broadcast capability, or TAM engagement model, limiting top-of-funnel influence.

### Capabilities Overview

- TAM analysis and ICP prioritisation
- POV development
- Predictive dashboards
- Expansion modelling
- AI playbooks and alignment tools
- 90-day transformation process

## GTM Partners / Infinityn

### Overview

GTM Partners, supported by Infinityn content, present a strategic eight-pillar GTM framework designed to help B2B organisations understand market dynamics and build aligned commercial strategies.

#### 1. Product Category

GTM Framework (Consulting + Certification)

#### 2. Lifecycle Influence

Strategic-only; no operational lifecycle orchestration.

No influence on early-stage buyer behaviour.

#### 3. Alignment With Modern B2B Buying Behaviour: Moderate.

Their frameworks improve internal understanding of GTM but do not engage or educate buyers.

### Nature of Product / Limitations

This is not an operating system and offers no automation. Teams must implement the framework manually or with other tools. Execution quality depends on customer interpretation and existing systems.

### Capabilities Overview

- Eight strategic pillars (TAM, investment, demand, velocity, expansion, RevOps, leadership)
- Certification programs
- Executive-level GTM maturity modelling
- Consulting-led implementation guidance

“Frameworks guide strategy but require external tools for execution. GTM Partners shapes alignment, not markets.”

## O8 Agency

### Overview

O8 Agency provides an eight-pillar GTM model designed to guide organisations through strategic planning, positioning and customer segmentation.

“A strategy model without an execution engine cannot influence modern B2B buyers who learn anonymously.”

#### 1. Product Category

GTM Framework

#### 2. Lifecycle Influence

Only influences strategy formation. No operational lifecycle influence.

#### 3. Alignment With Modern B2B Buying Behaviour: Low.

Modern buyers expect educational content across channels; O8 offers no system for delivery or engagement.

### Nature of Product / Limitations

This is not software, not automation and not a lifecycle system. Execution relies entirely on the customer's Martech, CRM and content stack.

### Capabilities Overview

- Market intelligence and PMF evaluation
- Segmentation and value proposition mapping
- Sales and marketing strategy alignment
- Customer success and analytics pillars

# Poexis Agentic OS

## Overview

Poexis positions itself as an agentic GTM platform orchestrating AI agents across multiple GTM functions to create a dynamic, automated operating model.

### 1. Product Category

AI Agentic Platform (Toolset)

### 2. Lifecycle Influence

Potential influence across the lifecycle, but currently strongest in internal research, planning and content tasks. Early-stage influence is limited by product maturity.

**3. Alignment With Modern B2B Buying Behaviour:** Conceptually strong, practically limited.

Poexis aims to support end-to-end automation but today offers minimal external buyer engagement functionality.

### Nature of Product / Limitations

The platform remains early-stage and documentation is incomplete.

Adoption and use cases are emerging, and the execution capability is not yet proven across the full GTM lifecycle.

### Capabilities Overview

- Multi-agent orchestration (research, analysis, planning, copywriting)
- Outer flywheel (Attract → Engage → Convert → Expand)
- Inner flywheel agent architecture
- Shared services for context, orchestration, UX and governance

“Agentic approaches are promising, but early-stage solutions lack the system depth required to operate as full GTM Operating Systems.”



# GTM OS by sX

Introducing a Replacement  
B2B Strategy

# Introducing SalesXchange B2B GTM Operating System

## Overview

SalesXchange delivers a fully integrated B2B GTM Operating System built on owned Microsoft 365 infrastructure, combining live broadcast production, TAM-level outreach, agentic automation and unified knowledge management.

Unlike other players that focus on analytics, workflow tools or conceptual frameworks, SalesXchange operates across the entire buyer lifecycle, influencing anonymous buyers at scale through a media-centric approach that blends content, automation and AI-enabled execution.

### 1. Product Category

Full Operating System (Architecture + Execution + Education)

Not a tool, not a framework, not SaaS – a deployable, organisation-wide GTM system.

### 2. Lifecycle Influence

End-to-end buyer lifecycle coverage, including the stages competitors do not touch:

- Visibility (TAM exposure, Social444, syndicate outreach)
- Education (weekly live broadcasts + podcasts)
- Engagement (AI proposal drafting, booking, routing)
- Conversion (agentic scheduling + meeting prep)
- Measurement (GA4 + Notion + OS dashboards)
- Knowledge management (OneDrive + Notion OS hub)

This positions SalesXchange as the only provider with early-lifecycle influence at scale.

### **3. Alignment With Modern B2B Buying Behaviour:** Extremely high.

Modern B2B buyers:

- behave anonymously
- research independently
- avoid salespeople
- expect high-quality educational content
- prefer passive consumption (video, podcasts)
- self-qualify before engagement

SalesXchange is the only GTM OS built around these behaviours, using live media broadcasting + multi-channel outreach to meet buyers where they are, before they reveal themselves.

#### **Nature of Product / Limitations**

SalesXchange is not SaaS and requires Microsoft 365 as its foundation. Broadcast capability requires minimal but real studio equipment.

Agentic OS components are evolving rapidly but assume operational maturity from the organisation (leadership commitment and process adoption).

#### **Capabilities Overview**

- Multi-channel broadcast-led GTM engine (Live Shows, Syndicates, Podcasts)
- TAM-scale outreach (Social444, personalised variants, UTM systems)
- Agent-based automation (proposals, meeting booking, research, prep)
- AI-supported revenue workflows (pipelines, content, scripts)
- Microsoft-native deployment (OneDrive, Notion, Graph, OS automation)
- Knowledge management system replacing disjointed SaaS stacks
- CPD-certified training program to retrain entire GTM teams
- Multi-Channel Platform (MCP) linking content → engagement → conversion

# The Six Structural Gaps in GTM OS Market

Every GTM OS vendor focuses on optimisation. SalesXchange focuses on the six systemic gaps that create revenue volatility.

## Visibility Gap

Most vendors assume buyers already see you - they don't

If you're invisible, your pipeline will always be unpredictable.

## Conversion Gap

Meetings are unprepared.

Buyers don't know how to evaluate.

Vendors rely on persuasion instead of clarity.

## Education Gap

Buyers form their worldview long before speaking to sales. If you don't teach, you don't shape the decision.

## Systemisation Gap

GTM tools automate tasks.

They do not create rhythm, consistency or behavioural alignment.

## Engagement Gap

Buyers avoid interaction until they're ready.

Most GTM systems push too early, creating friction and mistrust.

## Operating Architecture Gap

No vendor provides a real operating backbone for B2B.

SalesXchange does.

# SalesXchange System Overview

## (Modules, Purpose, and Operational Impact)

sX Module	Purpose & Key Features	Operational Impact
<b>sX Reach – Awareness &amp; Visibility</b>	Provides always on visibility by combining Social 444 posting (four posts/daily, four tracks for four weeks) automated via RecurPost and GA4 and a TAM strategy that directly reaches the Total Addressable Market through coordinated email and LinkedIn outreach	Social 444 posts & TAM outreach keep the brand visible and drive top of funnel awareness.
<b>sX Live – Authentic Engagement</b>	Turns the company into a weekly live broadcast channel; prospects remain anonymous but can watch LinkedIn/YouTube streams. The weekly shows replace gated content and build trust through authentic, interactive engagement	Emphasises building trust via live shows rather than static content.
<b>sX Connect– Conversion Automation</b>	Automates conversion when prospects are ready to meet: Microsoft Graph syncs consultant calendars; Microsoft Forms capture and qualify inquiries; AI agents research prospects, draft proposals and create decks; meeting bookings come fully prepared for sales	Aligns sales and marketing with automated preparation for discovery calls.
<b>sX Studio – Production Infrastructure</b>	Designs and installs office and remote live streaming studios to produce broadcast quality weekly shows and podcasts. Integrates with sX Reach and Live so clips are created and distributed automatically	Unique emphasis on physical production infrastructure.
<b>sX Ops – Measurement &amp; Intelligence</b>	Integrates APIs, CRMs, Google Tag Manager (GTM) and Looker Studio dashboards to track Social 444 posts, live show attendance and meeting activities. Produces board ready summaries automatically in Notion or by email	Provides real time analytics and ROI measurement across the buyer journey.
<b>sX Hub – Knowledge &amp; Alignment</b>	Synchronises OneDrive and Notion so everyone works from one authoritative source. Policies, SOPs, scripts and content remain version controlled and AI searchable	Ensures knowledge management and alignment across the organisation

# Comparative Analysis:

## Competitors vs salesXchange

Provider	Unique Focus & Product Strengths	Differences from salesXchange
<b>GTM Partners / Infinityn</b>	Offers a strategic planning framework (eight pillars) that guides companies through market sizing, positioning, pipeline management, ROI measurement and leadership alignment infinityn.com gtmpartners.com. Not a software platform.	SalesXchange provides a fully functioning OS with automation, not just a planning framework. sX includes execution tools (social posting, live streaming, AI proposal drafting, etc.), whereas GTM Partners' framework requires separate tools to implement.
<b>O8 Agency</b>	Provides an eight pillar framework similar to GTM Partners, focusing on market intelligence, value proposition, customer segmentation, sales & marketing strategies, customer success and analytics o8.agency	Similar to above; O8 lacks an integrated platform and does not deliver automation or content production. sX's modules (e.g., sX Studio, Live) provide broadcast infrastructure and AI agents, which O8 doesn't.
<b>DealHub</b>	Emphasises revenue platform technology integrated with CPQ, contract management and sales engagement tools. Their GTM system narrative focuses on centralizing customer data and automating quoting dealhub.io dealhub.io	sX addresses top of funnel awareness and brand trust (via Social 444 and live shows) in addition to conversion and measurement. DealHub's platform is more transactional (quoting & contracts); it doesn't offer content creation or multi channel outreach.
<b>Dataflo</b>	Provides analytics dashboards with goal tracking, Slack reporting and collaboration dataflo.io. Focuses on giving teams visibility into KPIs across marketing, sales and customer success dataflo.io	Dataflo lacks built in content distribution, live show production, or conversion automation. SalesXchange integrates analytics (sX Ops) but extends further to broadcasting (sX Live), studio infrastructure (sX Studio), direct outreach (sX Reach) and AI proposal generation (sX Connect).
<b>GTMForce OS</b>	AI driven platform with eight pillars that cover TAM analysis, ICP prioritisation, POV development, GTM motion strategies, ROI modelling, expansion segmentation, metrics insights and AI playbooks. Emphasises machine learning and predictive analytics and claims rapid results within 90 days.	GTMForce focuses on data analysis and AI segmentation rather than content creation or physical production. It does not mention agentic broadcast infrastructure or on premise control. SalesXchange differs by providing live streaming and studio infrastructure integrated with Microsoft 365 and by using Python/JSON scripts for automation.

Provider	Unique Focus & Product Strengths	Differences from salesXchange
<b>Arise GTM / Arise Revenue OS</b>	ARISE OS is a process methodology (Assess, Research, Ideate, Strategise, Execute) arisegtm.com. Arise Revenue OS is a HubSpot based package with five pillars (GTM strategy, RevOps infrastructure, PLG engine, ABM engine, BI reporting) and claims quick deployment arisegtm.com.	SalesXchange is platform agnostic but built on Microsoft 365 rather than HubSpot. It offers unique modules like sX Studio and sX Live, enabling companies to become media producers, while Arise's solution focuses on configuring HubSpot and doesn't mention live content or AI proposal writing.
<b>Poexis Agentic OS</b>	Proposes an agentic GTM OS that orchestrates demand using AI agents. Agents sense, reason, act and learn across a flywheel (Attract→Engage→Convert→Expand) and rely on shared services like workflow orchestration, context engineering, security and FinOps poexis.com. Poexis emphasises building custom agents for research, planning, competitive analysis and copy writing poexis.com.	Both solutions use agentic AI, but SalesXchange differs in scope and implementation. Poexis acts mainly as an agent orchestration layer; it doesn't provide broadcast studios, live shows or direct outreach modules. SalesXchange integrates agentic AI with Microsoft tools (Graph, Notion, OneDrive) for scheduling, research and proposal generation, and emphasises an on premise, non SaaS architecture.
<b>Aviso Agentic AI</b>	Offers AI avatars and agentic workflows for sales execution. The system uses persona based AI agents (SDR, Sales Engineer, Sales Coach, etc.), out of the box workflows and task agents to automate pipeline management, forecasting and renewals aviso.com aviso.com.	Aviso focuses narrowly on sales execution; it doesn't include marketing content distribution or knowledge management modules. SalesXchange covers the entire buyer journey from awareness (Social 444) through engagement (live shows) to conversion (AI drafted proposals) and measurement, offering a broader scope.

**“You can't fix a structural GTM failure with another tool. You need an operating architecture.”**

# Where salesXchange Differs

Most GTM OS vendors focus on tightening what already exists. SalesXchange rebuilds the entire commercial model from the ground up so it aligns with how modern B2B buyers behave.

Below are the **three architectural differences** that define the SalesXchange GTM Operating System.

## Visibility & Market Reach

Modern buyers research silently. If you're not visible daily, you're not considered. sX ensures your entire TAM sees you, hears you, and learns from you – before they ever reveal themselves.

**What this means for you:** Predictable awareness, reduced reliance on advertising, and a permanent seat in your buyers' internal discussions.

## Education & Trust Building

Buyers trust companies who teach, not the ones who push. sX turns your CEO and your brand into the consistent voice of clarity across your market. Weekly livestreams. Daily Social444. Zero friction.

**What this means for you:** You become the authoritative source buyers compare everyone else against.

## Readiness-Driven Conversion

Most GTM systems chase buyers. sX creates conditions where buyers self-qualify, self-educate, and arrive to meetings informed and aligned.

**What this means for you:** Fewer meetings, higher close rates, and conversion driven by preparedness – not pressure.

# Key Architectural Differentiators

Broadcast centric content strategy – sX Live and sX Studio turn companies into weekly broadcasters, enabling prospects to get to know the team via LinkedIn/YouTube while remaining anonymous. None of the other GTM OS providers focus on continuous live shows or on premise studio infrastructure.

Integrated Multi Channel Automation – The Social 444 and TAM outreach model automatically schedules multiple posts and targeted outreach. Combined with sX Connect, which uses Graph, Forms and AI agents to automate research, proposal creation and meeting prep the system reduces manual effort across marketing and sales.

Owned infrastructure built on Microsoft 365 – SalesXchange emphasises that its GTM OS is non SaaS and fully owned, built on Microsoft Graph, Notion, OneDrive, Python/JSON, API automations,GA4 and AI agents. This contrasts with SaaS solutions like Dataflo or DealHub and with frameworks that require multiple third party tools.

Unified knowledge management – Through sX Hub, SalesXchange synchronises OneDrive and Notion to keep policies, SOPs, scripts and content version controlled and AI searchable

Cost reduction emphasis – The sX GTM OS claims to cut new business costs by 60–80 % and provide predictable growth with minimal headcount whereas many competitors focus on efficiency but do not quantify cost reductions.

**“The GTM OS isn’t software. It’s a new commercial operating model.”**

# Interim Summary of Comparative Findings

This section summarises the main insights from the comparative analysis of the eight GTM OS vendors.

It highlights where vendors are strong, where the market is evolving and which lifecycle stages remain underserved.

Across the providers reviewed, several consistent patterns emerge that CEOs should be aware of when evaluating any GTM OS solution.

## True System-Level Influence Remains Rare

Although several platforms describe themselves as operating systems, most focus on improving a specific set of downstream activities, such as workflow execution, forecasting accuracy or analytics.

Few influence the earliest stages of the buyer journey, where awareness, education and readiness are formed.

**“Most GTM OS solutions refine downstream activity. Very few influence the earliest and most important stages of buyer readiness.”**

# GTM Education

The Foundation of B2B Success



# Why Education Determines GTM System Success

Training and education play a significant role in shaping the commercial potential of any GTM Operating System.

Platforms that combine system design with structured learning create a stronger foundation for adoption, alignment and long-term organisational improvement.

Among the vendors reviewed, training capabilities vary considerably. Some providers offer high-level frameworks or certification programs, while others provide little or no structured education at all.

This has a direct impact on whether their interpretation of a GTM Operating System can be consistently deployed within an organisation.

salesXchange's CPD-accredited training program represents a significant differentiator in this area, pairing architectural clarity with formal education to help teams implement a buyer-aligned GTM model.

This level of structured training is not common across the category and positions salesXchange differently from vendors that offer frameworks or tools without a corresponding educational foundation.

**“Structured education is a key indicator of whether a GTM OS can be adopted consistently across a commercial organisation.”**

## Training and Education Comparison Table

The following table summarises the training and educational programs available from the vendors reviewed in this report.

It highlights differences in depth, structure and practical applicability, and shows how the salesXchange CPD-accredited training program compares to the broader market.

Training provision is one of the clearest indicators of whether a GTM OS is a framework, a tool or a genuinely deployable operating model. Vendors offering limited or unstructured training typically rely on internal customer interpretation, which can constrain adoption and reduce long-term commercial impact.

Provider	Evidence of Training/Education	Comparison to salesXchange Academy
<b>salesXchange</b>	The academy.salesXchange.co.uk platform offers a 20 module, 170 lesson CPD certified course designed to retrain marketing and sales teams on a ground up B2B GTM approach (based on your information). This complements the sX GTM OS by helping users adopt the alternative operating model.	A comprehensive, structured curriculum that re-educates teams and certifies them on the new methodology; no other provider offers a similarly extensive program plus on premise GTM OS and broadcast centric execution.
<b>GTM Partners / GTM University</b>	GTM Partners runs GTM O.S. Certification programs through GTM University. The website notes that over 75K people have taken their course, and the curriculum includes eight courses aligned to the GTM OS pillars (ICP definition, roadmap building, POV development, motion playbook, ROI acceleration, data driven insights, executive dashboards and team alignment) They also offer advisory calls, documentary style content and a “GTM manifesto” as bonuses.	Comparable in that they offer formal courses and certification, but the content is focused on strategic frameworks and planning. There is no hands on instruction on building media channels, AI agent workflows or Microsoft based infrastructure, so it differs from sX’s technical and broadcast centric training.
<b>GTM OS.io</b>	Koen Stam’s GTM OS platform positions itself as a Human×AI execution system. Under its paid packages it offers team training sessions (one 60 minute GTM OS training, plus weekly asynchronous Q&A) and a strategy call. The tool also gives access to libraries of LinkedIn posts, podcasts, playbooks and GPT powered agents.	Training is limited to a single session and ongoing Q&A; it does not amount to a structured, multi module curriculum. The emphasis is on using AI agents and pre built playbooks, not on re engineering GTM strategy from the ground up.

Provider	Evidence of Training/Education	Comparison to salesXchange Academy
<b>GTM AI Academy</b>	Offers AI focused GTM courses covering tool mastery, data driven decision making, strategy execution and automation. Courses can be purchased individually or via subscription, with some providing certification.	Provides training on AI tools and GTM workflows, but it is not tied to a specific operating system. It lacks the depth of SalesXchange’s CPD certified program and does not address the fundamental flaws of traditional B2B martech architecture.
<b>Other players (DealHub, Dataflo, GTMForce, Arise, Poexis, Aviso)</b>	Public information focuses on technology platforms or process frameworks rather than formal training. For example, GTMForce emphasises AI powered analytics and playbooks; Dataflo offers dashboard centric analytics; Arise provides a HubSpot based GTM system. None advertise structured education programs similar to sX’s academy.	These offerings may include onboarding or documentation, but there is no evidence of multi module courses or certifications. Their focus is on SaaS tools and frameworks rather than retraining teams in a new operating philosophy.

**“Training determines whether a GTM OS can be deployed consistently – or whether it remains a theoretical framework.”**

# Market Fit and Strategic Potential

The GTM OS category is still emerging, and many vendors are shaping their positioning in response to market demand rather than leading it.

**“A true GTM OS must influence the earliest lifecycle stages, not just optimise downstream execution.”**

Several platforms are attempting to modernise aspects of existing Martech and SalesTech workflows, but few have built a true operating system from the ground up.

This creates a unique opportunity for organisations seeking an architectural alternative rather than incremental improvements.

salesXchange’s positioning differs from other players because its operating system is designed to influence the earliest and most important lifecycle stages: visibility, education and readiness.

Where competitors focus on internal alignment, analytics or workflow execution, salesXchange focuses on shaping buyer behaviour upstream, where commercial outcomes are determined.

This early-lifecycle alignment—combined with the broadcast-led communication model and TAM-level reach—positions salesXchange differently from mid- and late-funnel GTM OS interpretations.

salesXchange’s design approach emphasises system-level influence rather than tool-level optimisation.

By addressing visibility, education and engagement simultaneously, the operating system enables organisations to shape demand earlier, reduce friction across the buyer lifecycle and create readiness at scale.

This differs materially from platforms that focus on governance, workflow execution or forecasting. The combination of upstream influence and architectural simplicity gives salesXchange the potential to operate as a foundational layer rather than an add-on to existing Martech or CRM workflows.

## Why Early-Lifecycle Influence Matters

Modern B2B buyers behave anonymously for most of their journey and engage late. This means the earliest stages of the lifecycle—visibility, education and problem framing—determine which vendors are considered and which are ignored.

Operating systems that do not influence these stages struggle to shift commercial outcomes, regardless of how strong their downstream capabilities may be.

The ability to reach a full TAM, educate it consistently and build trust long before engagement is the primary strategic differentiator for the next generation of GTM Operating Systems.

## A Ground-Up Alternative to Martech

salesXchange's CPD program reinforces the ground-up nature of its operating system.

The training teaches teams how to run the complete workflow:

- Social444 posting
- TAM outreach
- Weekly live shows
- AI-supported proposal drafting
- Multi-channel engagement
- Unified knowledge management on OneDrive and Notion

**“Upstream influence—visibility, education, readiness—is the defining capability of a true GTM Operating System.”**

This shifts GTM from a Martech-led, tools-driven process to a media-centric, education-led operating model. It transforms how teams work rather than attempting to optimise flawed Martech structures.

Competitors offer incremental improvements – AI dashboards, workflow automation or advanced analytics – but none provide a fully integrated educational curriculum tied to an end-to-end GTM system.

## Market Differentiation Through Training Depth

Many GTM OS providers still rely on SaaS infrastructure, agentic point tools or digital dashboards. salesXchange occupies a unique position by offering:

- Non-SaaS, owned infrastructure
- Microsoft-native knowledge and workflow management
- A CPD-certified training program
- Media-production capability built into the operating system

This appeals to organisations frustrated with over-engineered tech stacks, Martech debt and low revenue ROI.

Training becomes the mechanism that enables teams to break from the legacy model and adopt an entirely new GTM discipline.

## Competitive Risk and Strategic Advantage

GTM Partners' certification program demonstrates that there is market appetite for education alongside GTM frameworks.

Their reach is larger, and their influence on market language is significant. However:

- Their training is conceptual, not operational.
- It is not integrated with a working GTM system.
- It does not teach teams how to execute media-led outreach or live broadcast engagement.

salesXchange differentiates through technical depth, operational clarity, and the ability to retrain teams to run a modern GTM system end-to-end.

This is a strategic advantage that competitors cannot match without rebuilding their product architecture and training ecosystem from scratch.

# CEO Summary & Final Considerations

## What the GTM OS Landscape Really Means for Your Future Growth

Having examined the emerging GTM Operating System landscape, it is clear that the B2B environment is undergoing a structural shift. Many of the platforms in this space provide valuable functionality, but very few address the real forces now shaping commercial outcomes. The gap between how organisations operate and how buyers behave has widened – and legacy Martech thinking is no longer capable of bridging it.

My goal in this analysis is simple: to help you see this landscape the way a modern CEO must see it. Not through the lens of tools or features, but through the architecture required to produce reliable, scalable revenue in a buyer-led world.

### 1. GTM transformation requires architecture, not another layer of software

Most vendors improve execution within the existing model, but none redesign the environment in which your teams operate.

Incremental optimisation will not produce predictable revenue in a market where buying behaviour has already changed.

A GTM Operating System must give you a new architectural foundation, not better versions of old tools.

### 2. The most strategic gap is still the beginning of the buyer lifecycle

The earliest stages – visibility, education, exploration and decision readiness – determine the majority of commercial outcomes. Yet these are the stages almost every platform in the category fails to serve.

If your organisation does not influence buyers early, consistently and at scale, it enters every deal on the back foot.

### 3. Buyer behaviour is now the controlling variable

Traditional funnel models have collapsed. Buyers self-educate anonymously, involve larger committees and engage sales only when they are already far along the decision path.

Most GTM platforms still assume a linear, controllable sequence of events. Your GTM investment must align with how buyers actually behave, not how legacy systems want them to behave.

### 4. Operational cohesion is now a leadership obligation

A GTM system will not succeed if marketing, sales and operations operate from different assumptions about buying behaviour.

You cannot delegate this alignment to software. It must begin at the leadership table, with a shared understanding of how modern growth actually works.

### 5. Predictability requires continuity across the entire lifecycle

The market is full of partial solutions. Some excel at analytics, others at planning, others at revenue execution.

But predictable growth requires continuity across:

Visibility → Education → Engagement → Conversion → Operational Insight

Platforms that cover only one or two segments cannot produce the reliability you're aiming for.

## Key Takeaways for CEOs

- 1. The GTM OS category is real, but still forming.**  
Capabilities and definitions remain fragmented.
- 2. Most platforms optimise the old model.**  
They improve efficiency but do not adjust to buyer-led behaviour.
- 3. The largest commercial risks sit in visibility, education and engagement.**  
These are also the areas with the least tooling support.
- 4. A true operating system is architectural, not functional.**  
It defines how the organisation grows, not which tools it uses.
- 5. The distinction between tools and systems must become a strategic filter.**  
Tools automate actions; systems create outcomes.
- 6. The next era of B2B growth will be shaped by GTM architecture, not Martech accumulation.**  
Understanding this now will define competitive advantage over the next five years.

## Final CEO Reflection

“GTM finally stops breaking the moment it becomes a designed system rather than an inherited Martech stack.”

# The Next Stage

Going Deeper with salesXchange

# Continue Your Transformation

Here are the next steps CEOs take when they're ready to modernise their GTM infrastructure.

## 1. Watch the Weekly sX Live Show

Every Thursday at 11:00am (London)

Clear, candid insight into transforming GTM from noise-driven to buyer-aligned.

Learn how to:

- build daily visibility
- teach your buyers at scale
- run a broadcast-driven GTM
- eliminate Martech waste
- prepare buyers for conversion
- modernise your entire revenue engine

Attend live or watch the replay. The link never changes.

## 2. Download Part III — The GTM Audit

This next document gives you:

- the full audit structure
- the reasoning behind each question
- how CEOs use the audit to redesign their GTM model
- how to prepare your team
- how the audit informs the entire GTM Operating System

No forms. No gates. No friction.

# Ways To Go Deeper

## For CEOs ready to modernise their GTM infrastructure.

You now have the complete four-part framework for rebuilding visibility, education, engagement, and conversion inside a modern B2B organisation.

If you want to explore what comes next, the following pages give you four clear paths – each one designed for a different stage of readiness.. Choose the route that fits where you are today.

### About salesXchange

Who we are.  
Why we exist.  
And why our work focuses on replacing the GTM model, not repairing it.

### The GTM OS Briefing

A concise, CEO-level walkthrough showing how the system works in practice and what it enables across your GTM organisation.

### The B2B GTM Strategy Course

If you want your team aligned quickly, this is the fastest and safest way to build a modern GTM mindset before making structural changes.

### Book a GTM Strategy Call

A private CEO conversation focused on sequencing, clarity, and what to fix first – without pressure and without sales theatrics.

### The GTM Operating System

A simple overview of the five components that form your commercial operating system – and why this structure replaces the failing Martech-led model.

You can explore these in any order.

The goal is simple: give you the clarity and direction to modernise your GTM organisation at the right pace for your business.

# About salesXchange

## Built for B2B companies who know their GTM model needs replacing, not optimising

salesXchange exists for one reason:

to replace the outdated Martech-led GTM model that has failed B2B companies for nearly two decades.

I've spent more than 40 years in B2B sales and marketing – long enough to watch the industry shift from relationship-led selling, to lead-gen theatrics, to Martech dependency, to the chaos most companies operate in today.

Across every sector, the patterns are the same:

- GTM teams get bigger
- Martech stacks get heavier
- pipelines get noisier
- costs get higher
- conversion rates get worse
- and buyers become more anonymous every year

The problem isn't effort.  
The problem is the model.

Most companies are trying to optimise a system that was never designed for how buyers behave today.

salesXchange was created to solve that – not with services, not with campaigns, but with a modern B2B operating system that makes GTM predictable again.

But before a company can transform its GTM model, one thing must come first.

- A shift in thinking.
- A shared understanding across leadership.
- A modern lens for visibility, education, engagement, and conversion.

That's why the next step isn't technology.

It isn't automation.  
It isn't the OS.  
It's education.

It's giving one leader the clarity, structure, and confidence to reshape their GTM organisation from the top down. And that begins with...

# The GTM Strategy Course

## The Academy: The fastest, Safest, Lowest-Friction Way to Begin Your GTM Reset

Before you change your organisation, you change your thinking.

The Academy is a **20-module, 170-lesson, CPD-certified transformation programme** designed specifically for CEOs, CROs, CMOs and GTM leaders who need to:

- understand modern buyer behaviour
- diagnose structural flaws in their current GTM
- reduce Martech dependency
- build visibility and education systems
- rethink engagement and conversion
- understand automation, AI and MCP
- and re-align their operational rhythm

It gives leaders the clarity they need before they embark on a wider organisational transformation.

No risk.

No disruption.

No implementation required.

Just a clear, structured, CEO-level understanding of what a modern GTM operating system looks like – and how your organisation can adopt it when the time is right.

From here, CEOs naturally move on to the next stage:

### the GTM Operating System itself.

To learn more about the salesXchange GTM TAM Strategy Training Course, visit [academy.salesxchange.co.uk](https://academy.salesxchange.co.uk)



# The GTM Operating System

## The core infrastructure that replaces your outdated GTM model

### What it is

A fully integrated, five-part GTM Operating System designed for modern B2B buying behaviour.

Each component functions independently, but together they create the commercial rhythm, visibility, and predictability most CEOs have been missing.

#### sX Reach

Daily visibility, Social444 automation, TAM communication, and cross-channel exposure.

#### sX Live

Weekly livestreams, CEO-led education, leadership content, and broadcast-quality communication.

#### sX Connect

Automated meeting preparation, buyer research, sequencing, readiness scoring, intelligence and summaries.

#### sX Hub

A Notion + OneDrive operational knowledge system that keeps your organisation aligned, consistent, and informed.

#### sX Ops

Analytics dashboards, GA4 signal interpretation, video behaviour tracking, and predictable revenue indicators.

### And supporting all of it:

#### sX Course

The training and transformation engine for your entire GTM organisation.

It ensures every leader and contributor operates from a unified, modern mental model.

### What it delivers

- Your entire market sees you every day
- A weekly CEO presence buyers trust

- A predictable rhythm of visibility, education, engagement, and conversion
- Automated meeting preparation and buyer intelligence
- A unified internal knowledge and documentation system
- Clean analytics and dependable decision-making signals
- Dramatically reduced Martech cost and operational waste
- A revenue engine that scales without expanding headcount

### What it means for you

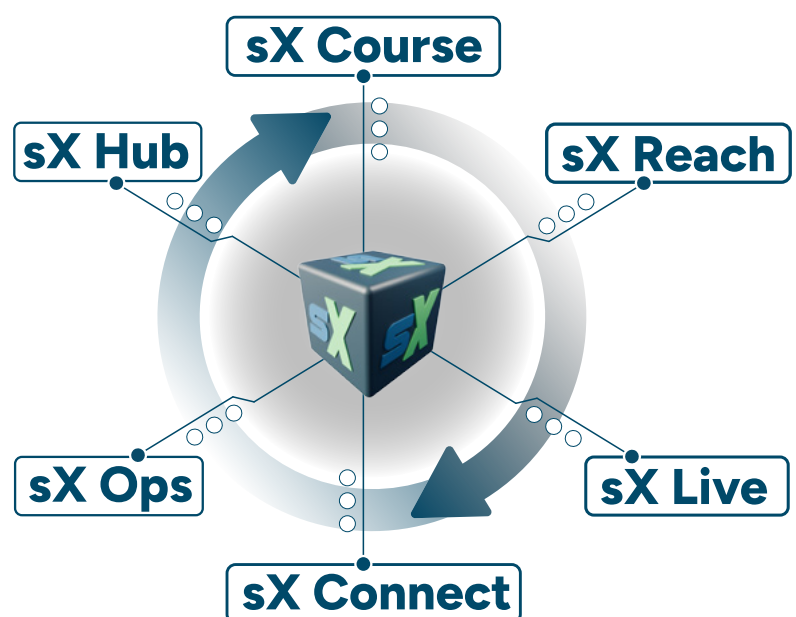
This isn't "marketing."  
This isn't "optimising a funnel."

This is replacing the commercial operating system of your business with one aligned to how B2B buyers actually behave.

It gives CEOs:

- clarity
- control
- predictability
- efficiency
- and a GTM model designed for the next decade, not the last two

This is the strategic core of everything we do.



**"A GTM OS isn't a toolkit. It's the commercial backbone of the business."**

# The GTM OS Briefing

## A 45-minute executive overview of the operating system that replaces broken Martech

This session gives CEOs a clear understanding of:

- each component of the GTM OS
- how they work together
- the infrastructure required
- the sequencing
- and the commercial impact

You leave with:

- clarity
- structure
- a modern GTM blueprint
- and a path forward grounded in buyer behaviour, not outdated Martech assumptions

# The GTM Strategy Call

## For CEOs who want clarity, sequencing, and direction

A private, diagnostic conversation covering:

- your current GTM structure
- your visibility & engagement gaps
- where Martech is wasting money
- your buyer journey friction points
- your readiness for automation & AI
- your sequencing priorities
- your best next steps

You gain a grounded, CEO-level plan — whether you work with us or not.

### **salesXchange**

A Modern GTM Operating System for B2B

[salesxchange.co.uk](https://salesxchange.co.uk)

Join us live every Thursday at 11am (London)

**Strategic enquiries:** [ceo@salesxchange.co.uk](mailto:ceo@salesxchange.co.uk)

**LinkedIn:** [linkedin.com/in/nigelmaine](https://linkedin.com/in/nigelmaine)