

The GTM Reset

A Four-Part Framework for
Rebuilding B2B GTM from the
Ground Up



THE B2B GTM RESET

Visibility • Education • Engagement • Conversion

Part I - salesXchange Strategic Series Modern B2B CEOs

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The B2B GTM Reset

Four-Part Strategy Series for Modern CEOs

This document is part of a four-part strategic series designed to help B2B CEOs replace outdated Martech-led GTM models with a modern, buyer-aligned GTM operating system.

The series includes:

- Part 1 – Visibility First
- Part 2 – Education, Not Persuasion
- Part 3 – Engagement on Their Terms
- Part 4 – Conversion Without Waste

“Visibility is not marketing. It’s infrastructure”

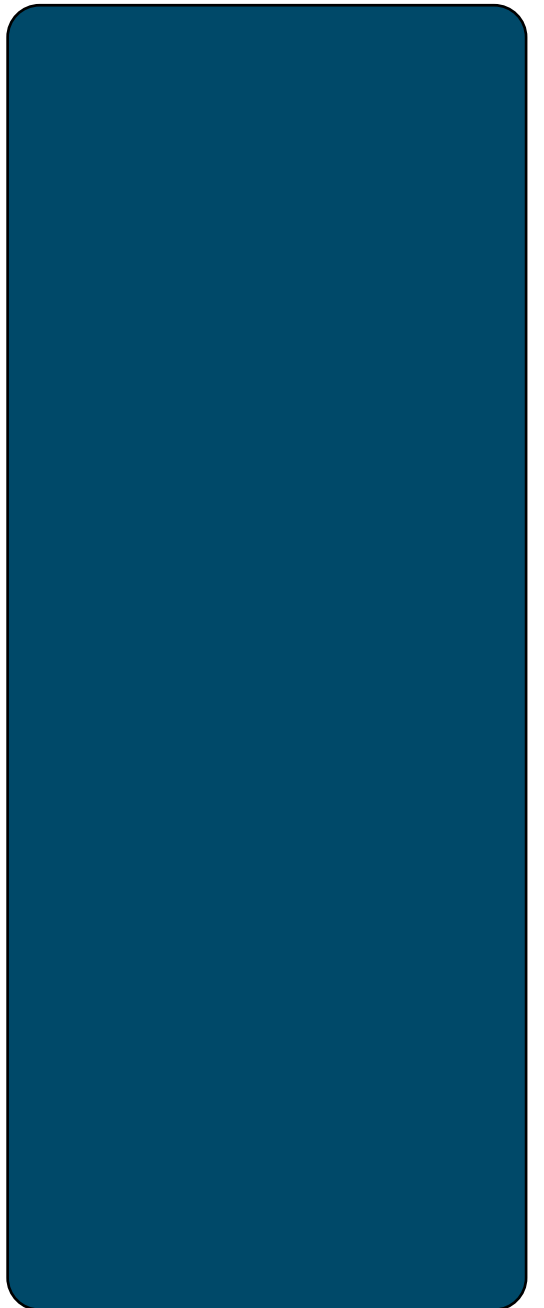
Each part can be read independently or as a complete system.

“Every revenue problem is a visibility problem first.”

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Introduction

A Candid Guide for CEOs

For the past twenty years, B2B companies have been persuaded that the only way to grow is to scale their Martech stack, expand their GTM headcount, and push more activity into an already overwhelmed market.

Most CEOs can see where this has led:

- rising acquisition costs
- bloated, inefficient GTM teams
- unpredictable pipelines
- declining outbound effectiveness
- confused messaging
- marketing that produces noise, not results
- and buyers who remain anonymous until the last possible moment

This isn't a talent issue. It's not a motivation issue. It's not even an economic issue.

It's a structural issue. The GTM model itself is flawed.

This four-part document exists for one purpose: to show CEOs how to replace an outdated GTM system with one that finally aligns with how modern B2B buyers behave.

Not incrementally. Not cosmetically. But from the ground up, with clarity, rhythm, visibility, education, engagement and conversion that actually works.

Why This Document Matters

Right now, the majority of B2B companies are struggling with the same underlying problem:

They are invisible to the very market they are trying to sell to.

Why your GTM model needs replacing, not optimising

Their buyers are absorbing vast amounts of information anonymously.

Their sales teams are chasing uninterested prospects.

Marketing departments are trapped in an endless loop of activities that look productive but generate little impact.

Pipeline forecasting has become guesswork.

And AI adoption has created even more confusion, because most companies are injecting AI into a broken model, unintentionally making the wrong processes more efficient.

This document restores order by showing CEOs the four foundational areas that must be rebuilt:

1. Visibility — because your market can't buy from you if they rarely see you
2. Education — because buyers trust the companies that teach, not the ones that push
3. Engagement — because modern buyers choose when and how they interact

4. Conversion — because high-value meetings require preparedness, not pressure

These four areas form the basis of a modern revenue engine.

The Purpose of this 4-Part Series

This is not theory. This is not a marketing playbook. This is not another “digital transformation” narrative.

This is a practical, plain-English manual for creating a future-proof GTM foundation inside your business using your existing team — a foundation that gives your market what they actually want:

- clarity
- consistency
- leadership
- and meaningful communication

Each part in this series gives you 30 practical content ideas you can implement immediately, manually, and without buying anything new.

These ideas become the building blocks of a daily visibility rhythm supported by the Social 444 framework — something you can run manually or automate later.

How to Read This Document

This four-part document is designed for sequential learning, but you can enter at any stage depending on your current priorities.

Part I – Visibility First

Explains the structural visibility problem and gives you 30 high-impact visibility posts to anchor your daily presence.

Part II – Education, Not Persuasion

Shows how to build authority by teaching your market weekly, plus 30 educational post ideas.

Part III – Engagement on Their Terms

Reveals how to build familiarity and trust with an anonymous, self-educating buyer, including 30 engagement ideas.

Part IV – Conversion Without Waste

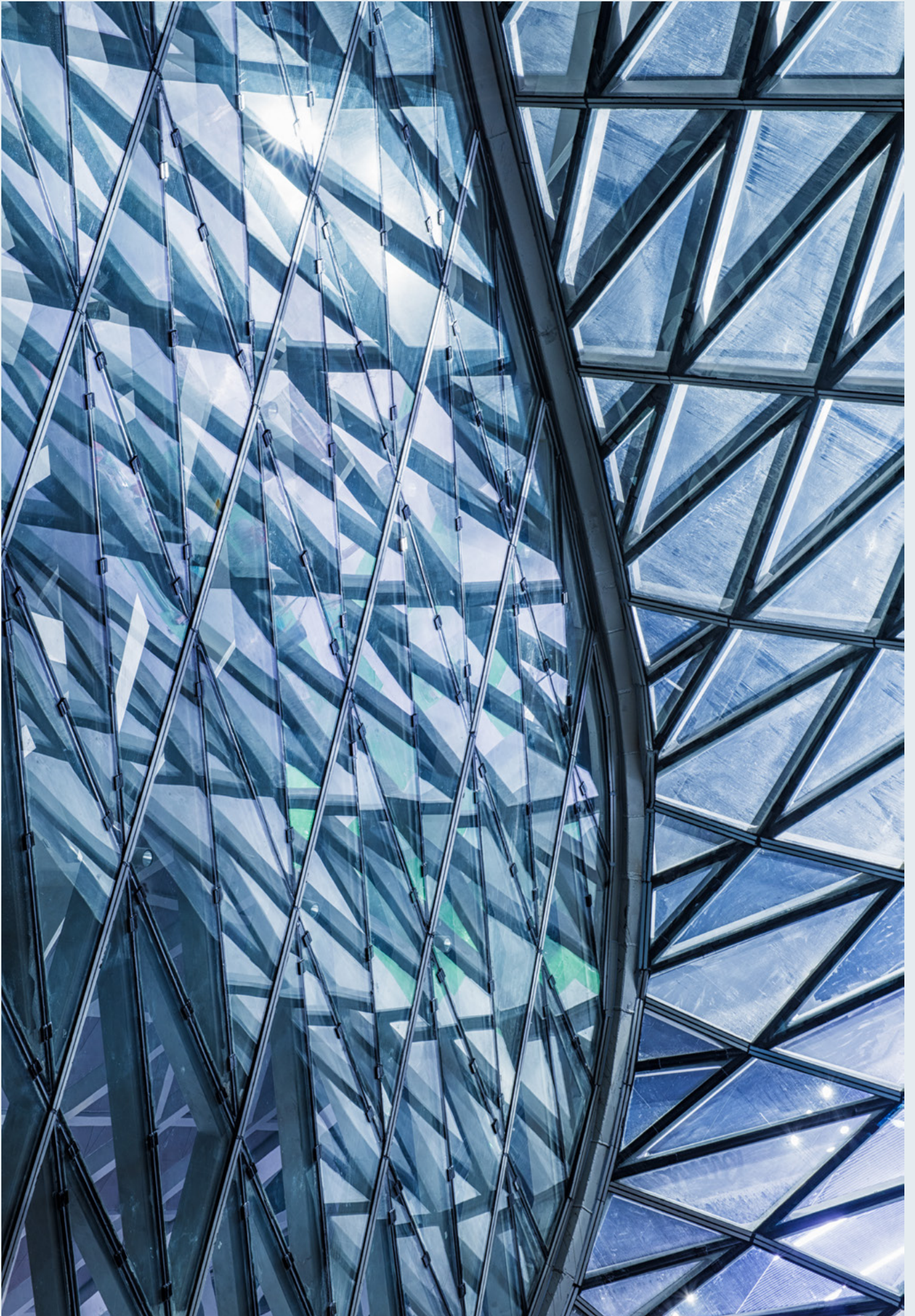
The modern conversion model: meeting-ready buyers, fewer steps, zero pressure, and 30 conversion-driving ideas.

Each part is separated by a full-colour divider page (Part I, Part II, Part III, Part IV) so readers can easily jump to what matters most.

Your Next Step - Turn the page!

Start with Visibility, it's where every modern GTM rebuild begins.

Once you understand why your company hasn't been seen and how buyers now behave, everything else in this document will fall into place.

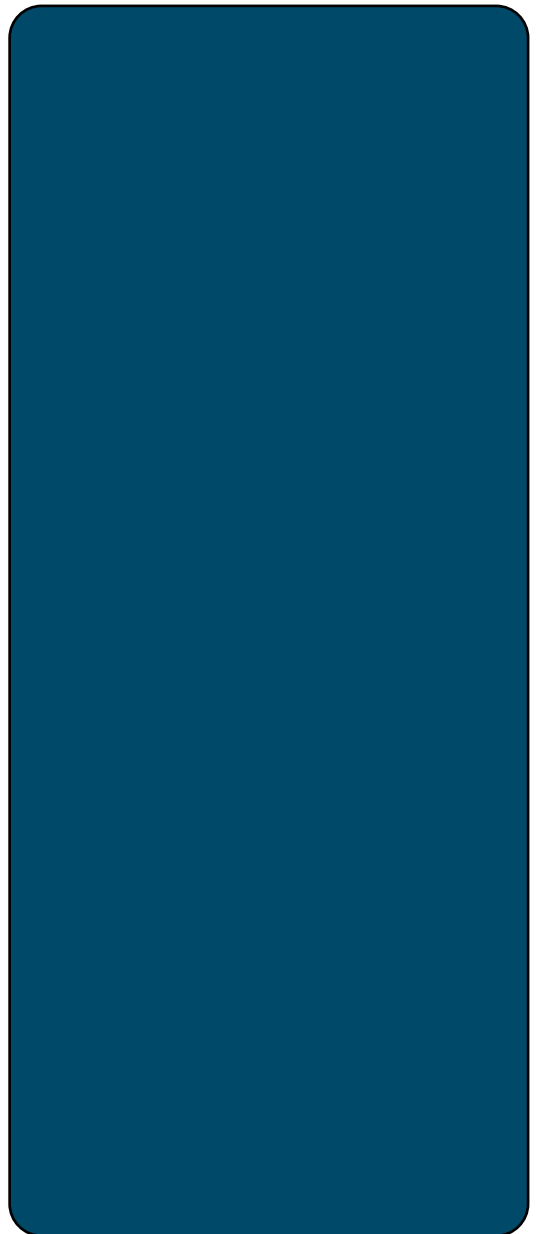


Part 1: Visibility

How to Reach 100% of Your Market Without Ads, Gating, or Hiring Anyone

This section gives you the daily visibility engine your competitors lack.

"The biggest B2B problem is not lead generation. It's invisibility."



Executive Summary

Modern B2B growth is constrained long before a sales conversation ever takes place.

If your Total Addressable Market does not see you consistently, your revenue ceiling is artificially capped. Most GTM teams confuse activity with visibility. They are not the same.

Campaigns create bursts.

Visibility creates presence.

Modern buyers remain anonymous for the majority of their decision cycle. They self-educate, compare vendors privately, avoid early sales interaction, and form preferences long before you know they exist.

If you are not visible during that phase, you are not competing.

This is the structural flaw in most GTM models. They optimise for lead capture rather than market saturation. They

measure clicks instead of recognition. They invest in automation before ensuring the market can even see them.

Visibility is not marketing output.

It is revenue infrastructure.

When engineered as infrastructure rather than campaign activity, visibility removes artificial growth constraints. It expands reach across your entire TAM, warms anonymous buyers, improves inbound quality, and reduces reliance on outbound pressure.

AI will not fix invisibility. More tools will not fix invisibility. Better messaging will not fix invisibility.

Only consistent market-wide presence will.

What this means to you as CEO:

Revenue is limited not by sales talent, but by incomplete market visibility.

The Visibility Problem

Old GTM:
“Get people
to the form.”

New GTM:
“Get in front
of your entire
TAM weekly.”

Your business is losing deals you never knew existed. Not because your competitors are better...But because buyers don't see you.

Let's put this plainly:

- Less than 2% of your TAM sees your content each month
- Only a fraction of your website visitors ever convert
- Your outbound emails reach only a small segment of your market
- Paid ads are expensive, fleeting, and ignored
- LinkedIn organic reach has collapsed for companies

This is not marketing's fault. This is structural.

You cannot win deals if the majority of your buyers don't even know you exist.

What this means to you as a CEO:

Your revenue ceiling is capped by your visibility ceiling.

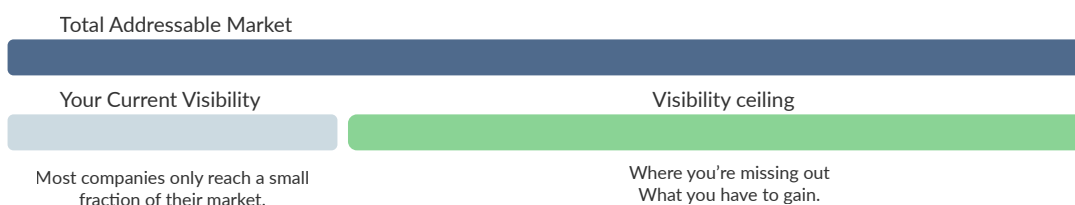
Why Most Companies Fail at Visibility

1. Martech encourages the wrong behaviour: The Martech stack was designed for volume, automation, and B2C funnels, not for long-cycle B2B decisions requiring trust. This misalignment creates artificial friction that stops buyers from engaging early.
2. Marketing has become theatre: More tools, more dashboards, more noise – none of it moves the revenue needle.
3. Buyers don't want to be tracked: Anonymous consumption is now the default mode.
4. Inconsistent communication kills trust: B2B buying decisions are built on familiarity – which requires repetition, not random bursts of content.
5. Lead gen is the wrong goal: Lead gen optimises for capturing email addresses, not building market visibility.

“You can't generate predictable revenue from an unpredictable market presence”

What this means to you as a CEO:

You need a visibility engine, not a lead capture machine.



What You Can Fix Today

Buyers don't need forms, they need reasons to trust you

These are immediate moves any CEO can take.

1. Remove all gating

You are not protecting content, you are preventing distribution.

2. Simplify your homepage

- Remove distractions
- Lead with clarity
- Replace "Learn More" with "Watch Episode 1"

3. Publish an open letter to your market

- Explain your worldview
- Explain the problem you see
- Explain your alternate approach

It instantly resets your narrative.

4. CEO Video

Using a camera, or mobile phone. Put your stake in the ground and let them know who you are

5. Publish a weekly commentary

Short. Direct. No fluff. Signal authority.

6. Add 3 rotating banners on LinkedIn

Company page + personal profile.
Activated for Sales Navigator

7. Announce what your new plan is going to be

Not over the top, just that they should expect to see more of you

Why Open Access

It might seem old-school, but FAB, Feature, attribute, benefit – what it is, what it does, what it means. Keeping this in mind

What it is: Open access content

What it delivers: Freely accessible, ungated, unlimited reach

What it enables: Buyers can self-educate at their own pace

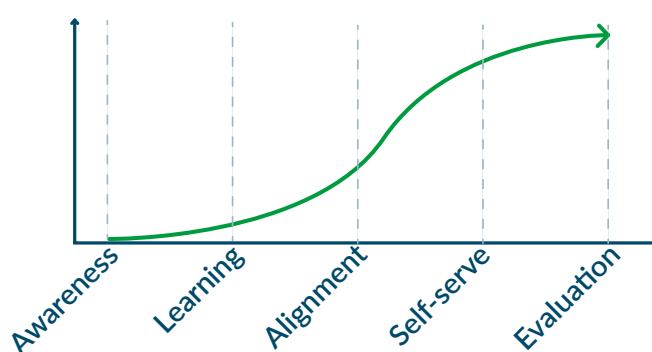
Why it matters: B2B buying is 80% education and 20% evaluation.

Open access focuses on the 80%.

What this means to you as CEO: Open access accelerates trust-building and positions your brand as the authority.

If you create a weekly rhythm your market values, you will never need to chase buyers again.

Education > Evaluation Curve



"Buyers don't need forms. Buyers need reasons to trust you"

The 7-Day Visibility Overhaul

“Consistency
beats creativity.
Rhythm beats
randomness”

Clear, actionable roadmap for immediate impact:

Day 1 → Ungate everything

Day 2 → Homepage transformation

Day 3 → Publish “State of the Industry”

Day 4 → CEO video

Day 5 → Weekly commentary framework

Day 6 → LinkedIn overhaul

Day 7 → Announce new rhythm

What this means to you as a CEO: You can change the trajectory of your market visibility in one week.

“Most GTM teams aren’t under performing. They’re simply invisible”

Why Visibility Must Become a System

Visibility collapses the moment you stop publishing.

That's why the old model fails – it relies on campaigns, not continuity.

The new model requires:

- High-frequency posting
- Weekly live shows
- Email commentary
- TAM coverage
- Long-term rhythm

This is what Social 444 operationalises at scale, see page 15.

What this means to you as CEO: A system replaces effort with inevitability.

Old GTM (Martech-led)	New GTM (Buyer-led)
<ul style="list-style-type: none">• Lead gen campaigns• Gated content• SDR Chasing• Martech bloat• Occasional posting• Vendor-centric messaging	<ul style="list-style-type: none">• Daily visibility• Open Access education• Buyer-led engagement• Lean GTM OS• Continuous presence• CEO-led narrative

Early Indicators

What you'll see in 2–4 weeks:

"Brand familiarity increases close rates by 30% to 50%"

- Increased site visits
- Higher return visitor rates
- More direct traffic
- CEO LinkedIn views up
- Consultants reporting "warmer" prospects
- Buyers referencing your episodes or commentary

These signals tell you the market has noticed.

"Buyers can't choose you if they rarely see you. Visibility isn't vanity – it's survival."

Social 444

Your Daily Visibility System

A Framework for Consistent, High-Impact Market Presence

What Social 444 Is

Social 444 is a simple, repeatable visibility engine that ensures your company shows up every day in front of your entire market — even the buyers who have not yet identified themselves.

It is not a marketing campaign.

It is a daily rhythm that builds recognition, trust, and familiarity over time.

Most companies communicate inconsistently. Social 444 replaces “when we remember” posting with a structured pattern your market can rely on.

The Structure

Social 444 follows one clear sequence:

- 4 Posts
- 4 Times Per Day
- For 4 Weeks (30 days)
- = 120 Posts Per Month

The same posts are distributed across all your social platforms, giving you maximum coverage with minimal effort.

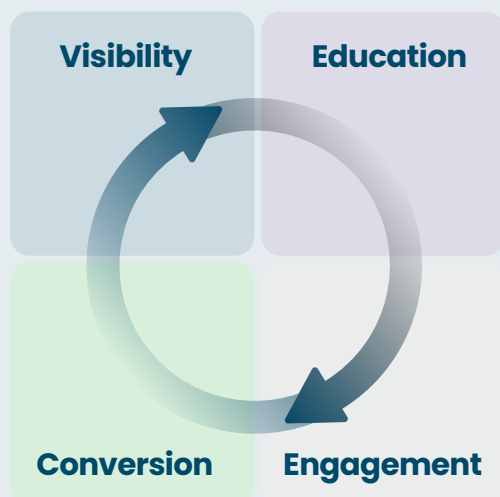
This rhythm is easy to start manually and highly effective at building trusted, visible, daily presence in any B2B market.

The Four Tracks (Your 4 Content Angles)

To give your communication clarity and purpose, the 120 posts are divided into four tracks, each representing a core decision-making angle:

1. Visibility — highlight the real industry problem and its root causes
2. Education — teach your market how to evaluate, diagnose, and decide
3. Engagement — human insight, leadership commentary, behind-the-scenes thinking
4. Conversion — readiness signals, first steps, how to progress with confidence

Each track has its own primary call-to-action linked to one part of your four-part PDF series:



- Part 1 → Visibility posts
- Part 2 → Education posts
- Part 3 → Engagement posts
- Part 4 → Conversion posts

Every post also includes a secondary CTA inviting the buyer to your weekly live show, reinforcing consistency and trust.

Why It Works

Modern B2B buyers:

- consume content quietly
- avoid sales early
- shortlist vendors long before contact
- look for clarity from credible voices

Social 444 ensures you are seen daily, not occasionally – without relying on advertising, Martech stacks, or behavioural traps.

When repeated, this rhythm builds:

- recognition
- trust
- familiarity
- category authority

Nothing else in B2B gives you this much visibility for this little cost.

Where the PDF Series Fits

This four-part GTM Reset document provides the full library of strategic insights you need to fuel Social 444:

- Part 1 → Visibility ideas
- Part 2 → Education ideas
- Part 3 → Engagement ideas
- Part 4 → Conversion ideas

Together, they give you 120 strategic post ideas that map directly to the Social 444 structure.

For the Unknown TAM

Social 444 broadcasts to the people in your total addressable market who haven't revealed themselves yet.

It warms the entire market.
It keeps your worldview visible.
It brings future buyers closer, long before they appear in your CRM.

This is the top half of your modern GTM engine.

Why Social 444 Matters

- Your buyers consume content quietly
- They follow companies who show up consistently
- They rely on category leaders to make sense of complexity
- They trust the brands who teach clearly and regularly
- Visibility compounds – the more they see you, the easier it is to buy from you

Social 444 gives you the rhythm your market needs.

Implementing Social 444 Manually

You can begin today with nothing more than:

- a weekly 30-minute planning session
- a simple spreadsheet
- a library of insights from this document
- the willingness to show up daily

Manual implementation is where most CEOs start. And it works.

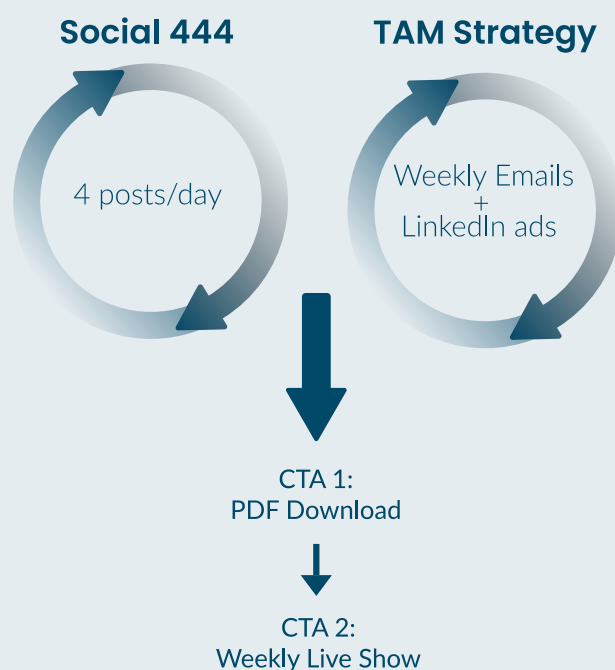
If You Want Long-Term Consistency

Once the rhythm is established, you can automate the entire flow so your posts run daily across all channels for months or years without effort.

Automation is optional.
Consistency is not.

What this means to you as CEO

This is how you scale your message without scaling your team



Preparing for Social 444

Using Your 30 Visibility Posts to Power Social 444

Your 30 Visibility posts form the foundation of your Social 444 engine. The first 30 posts are provided in this section.

They give you a month's worth of short, sharp insights that help your market finally understand:

- the problem you solve
- why it matters
- what buyers are missing
- what their current approach is costing them

- how your solution fits into their world

These posts build daily recognition, familiarity, and category clarity. They ensure your market actually sees your company – consistently, not occasionally.

What this means to you as a CEO: This is how you scale your message without scaling your team.

Visibility ▶ Awareness ▶ Familiarity ▶ Trust ▶ **Pipeline Lift**

Preparing for the sX Live Show

CEOs underestimate the power of weekly broadcasting.

Your market becomes familiar with your face, your thinking, and your integrity.

The impact:

- Shorter sales cycles
- Higher conversion
- Stronger trust
- Instant authority
- Better inbound quality

Part 1 gives you the first 4 episodes worth of content.

**"A weekly show
builds trust
faster than any
funnel"**

“You can’t fix visibility this month. But you can transform revenue this year”

A Call to Action

This document is one part of a four-part series designed to help you rebuild visibility, education, engagement, and conversion across your entire GTM organisation using a practical, CEO-led approach.

To continue your reset:

1. Watch the Weekly B2B Revenue Reset Live Show every Thursday at 11:00am (London)

Clear, candid, CEO-level insight on replacing outdated GTM methods with a modern, infrastructure-first model that aligns with how B2B buyers actually behave.

You’ll learn how to:

- fix visibility across your entire market
- teach your buyers at scale
- build trust through rhythm, not advertising
- reduce reliance on bloated Martech stacks
- use AI and automation properly
- transform your pipeline quality without more headcount

Attend live or watch the replay.

The link never changes.

2. Download the Full Four-Part Series

This document is part of the B2B Revenue Reset – a complete framework containing:

- 120 practical post ideas
- 4 strategic tracks
- a step-by-step visibility system
- clarity on buyer behaviour
- guidance for modern GTM structure
- a roadmap towards predictable revenue

If you want the entire system now, you can download the full four-part series instantly.

No forms. No gates. No friction.

30 Visibility Post Ideas

1. The core problem in our industry that [Your Product Goes Here] solves.
2. What nobody tells you about how this market actually works.
3. Why most companies overspend trying to fix this problem.
4. The biggest misconception about [Your Product Goes Here].
5. If you're struggling with X, here's the simplest explanation of why.
6. 5 signs your current setup is holding you back.
7. How companies like yours typically find us.
8. The easiest way to explain what [Your Product Goes Here] does.
9. The before/after difference using [Your Product Goes Here].
10. Why clarity beats complexity in this category.
11. What your team wishes leadership understood about this problem.
12. The hidden cost of ignoring X in your business.
13. Why solving X early saves months of pain later.
14. The three most common mistakes we see in this market.
15. The fastest win you can achieve this week without buying software.
16. Why companies underestimate the importance of X.
17. What buyers get wrong when evaluating tools like [Your Product Goes Here].
18. A simple framework for understanding your current situation.
19. What we learned from helping companies solve this problem.

20. Why most businesses wait too long to fix this.
21. Here's how to tell if you're doing X the hard way.
22. The one metric you should track to know if you're improving.
23. What best-in-class companies do differently.
24. Why this industry moves slower than it should — and how to get ahead.
25. The truth about what it takes to implement change.
26. What your competitors hope you don't fix this year.
27. The simplest place to start improving X today.
28. Yes, you can create posts like this manually — if you commit the time.
29. And yes, this rhythm can be automated if you want consistency long-term.
30. A simple comparison showing how your industry looked before solutions like [Your Product Goes Here] existed — and how it looks now.

Part 2:

Education

Education, Not Persuasion

How to Become the Recognised Authority in Your Market
Within 30 Days

This section helps you become the authority your market trusts within 30 days.

"Authority is not bought. Authority is earned through education."

Executive Summary

Visibility creates awareness. Education creates preference.

Visibility gets you noticed. Education makes you the only logical choice.

The truth is simple: B2B buyers don't want to be persuaded – they want to be educated.

- They want clarity
- They want confidence
- They want someone who can make sense of a chaotic, noisy, increasingly AI-driven environment

Most GTM systems attempt to compress education into a demo or discovery call. That approach increases friction and delays trust.

Your responsibility, as CEO, is to build a company that teaches your market how to think, how to evaluate, and how to make better decisions.

Why this matters now

Education is not content output.

It is authority infrastructure.

When engineered consistently and openly, education shifts buying criteria before competitors are even invited into the conversation.

What this means to you as a CEO: The company that defines how the market thinks becomes the default choice.

"Your market is starving for clarity. Be the one who provides it."

Why Buyers Don't Trust B2B Vendors Anymore

The collapse of trust wasn't accidental — it was engineered.

Let's call this what it is: **B2B marketing has trained buyers to expect manipulation.**

Over the past decade, Martech-driven GTM created an environment where:

- content is a lure
- forms are traps
- nurture journeys are automated scripts
- "lead scoring" pretends to measure interest
- SDRs interrupt buyers prematurely
- webinars became thinly veiled sales pitches
- whitepapers turned into glorified brochures

No wonder trust collapsed. According to multiple B2B trust studies:

- **Only 3% of buyers trust vendor content**
- **Over 70% avoid talking to sales until late stage**
- **65% believe most vendor content "adds no value"**

Your buyers are sceptical because they've been conditioned to expect nonsense.

The fix isn't persuasion. The fix is authentic, open, generous education.

What this means to you as a CEO: The fastest way to rebuild trust is to stop doing what eroded it.

"Buyers trust educators, not persuaders"

Education is the new competitive advantage

In every mature category, the leader teaches the market how to think.

Not what to buy. Not why to buy from them. But how to make a smarter buying decision.

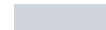
This is the paradox of authority: The more you teach buyers to evaluate options impartially, the more they choose you.

Because education creates:

1. Alignment – buyers see the world through your lens.
2. Ownership – they feel in control of the decision.
3. Trust – you gave value before asking for anything.
4. Familiarity – they absorb your thinking long before a conversation.
5. Momentum – educated buyers move faster through the pipeline.

What this means to you as a CEO: You can't "out-persuade" your competitors, but you can out-educate them overnight.

Persuasion



Education



The 5 'E' Education Framework

Your entire GTM rhythm should follow this simple cycle.

"If you want more meetings, educate more people."

The 5Es

E1 – Exposure

Be seen. Visibility creates awareness. (Part One)

E2 – Education

Teach what matters. Clarify the chaos.

E3 – Engagement

Let buyers interact on their terms.

E4 – Encounter

Enable buyers to choose you – the modern first meeting is self-initiated.

E5 – Evaluation

Help them justify the decision with clarity, not pressure.

How this maps to the sX GTM OS

- Exposure → sX Reach
- Education → sX Live
- Engagement → Social444 + TAM
- Encounter → sX Connect
- Evaluation → AI proposals + sX Ops insights

What this means to you as a CEO: Your GTM must educate continuously, not occasionally.

What You Can Do Right Now

Six practical, CEO-level actions you can execute today.

1. Rewrite your Resources page into an Episodes Hub.

Stop cataloguing assets. Start sequencing learning.

2. Turn your top 5 blogs into CEO Explainers.

Short, punchy, authoritative.
Foundational education.

3. Publish a “State of the Market” report.

Set the narrative. Anchor the industry.

4. Create a simple “How to Buy What We Sell” guide.

Buyers want this desperately. No vendor gives it to them.

5. Record a 3-minute “B2B Has Changed” video.

Trust accelerates when buyers see your face and hear your conviction.

6. Add an “Educate Yourself First” CTA.

Replace “Get a Demo” with “Watch the 30-minute GTM Briefing”.

What this means to you as CEO: Your educational posture becomes your competitive advantage instantly.

“Educated buyers close faster — and stay longer.”

Why Education Works

Education removes friction and builds trust at scale.

Overview

Educational content teaches buyers what matters.

How it works

It builds alignment, confidence, and trust long before a meeting.

Why it matters

Buyers enter the first meeting informed, confident, and ready to move.

What this means to you as a CEO:

Education shortens sales cycles and reduces the need for aggressive follow-up.

Traditional



Friction

Education-led



Clarity + Speed

The 30-Day Authority Builder

A CEO roadmap to becoming the dominant voice in your category.

Week 1 – Establish Your Point of View

Publish your worldview, your take, and your frustration with the old model.

Week 2 – Create Your “Episode Zero”

Your foundational briefing becomes the anchor of your GTM narrative..

Week 3 – Launch Weekly Episodes

Written or video. Rhythm matters more than polish.

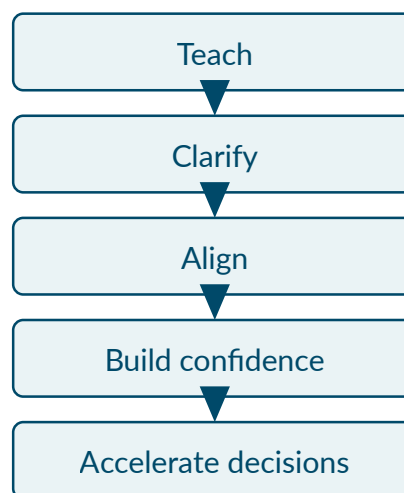
Week 4 – Broadcast, Don’t Promote

Use Social444 to distribute consistently. Let the market see you.

What this means to you as CEO: You can become the most trusted voice in your niche by simply educating with rhythm.

Education Flow

Sequential education builds trust & speeds up decisions.



"Authority isn't loud. It's consistent."

What happens when you educate consistently

Consistent education reshapes buyer behaviour.

When you shift from persuasion to education, buyers begin to:

- Pay attention
- Listen to your worldview
- Compare others to you
- Adopt your language
- Cite your content
- Share your material internally
- Evaluate competitors against your model

75%

of B2B buyers choose vendors who educate them.

Education sets the criteria by which you are chosen.

What this means to you as CEO: Your content becomes the lens through which buyers judge everyone else.

Preparing for Social 444

Your educational rhythm becomes a monthly system.

Your 30 Education posts give you the teaching cadence your market needs.

These posts help buyers understand:

- how to evaluate solutions like yours
- what to fix first
- what to avoid
- how the industry really works
- the root cause of their problem

Education builds authority. It positions your company as the sense-maker in your category.

What this means to you as CEO:

Education becomes predictable, scalable and automated.

Education ► Authority ► Clarity ► Shorter cycles

Social444 ► Education ► Live Shows ► Connect ► Revenue

Preparing for sX Live

Your educational momentum becomes a weekly broadcast.

“If you want to win the market, host the market.”

Education naturally transitions into your weekly broadcast.

Your live show is where your:

- frameworks
- worldview
- buyer misconceptions
- market insights
- GTM guidance

...come to life.

This is where the CEO becomes the authority in the eyes of the market.

Buyers don't want gloss — they want truth. Your weekly show becomes the beating heart of your educational GTM.

What this means to you as a CEO: You are no longer a vendor. You are the teacher the market trusts.

A Call to Action

Continue Your B2B Revenue Reset

This document is one part of a four-part series designed to help you rebuild visibility, education, engagement, and conversion across your entire GTM organisation using a practical, CEO-led approach. To continue your reset:

**“Education
builds trust.
Trust builds
revenue.”**

1. Watch the Weekly B2B Revenue Reset Show

Live every Thursday at 11:00am (London)

Clear, candid, CEO-level insight on replacing outdated GTM methods with a modern, infrastructure-first model that aligns with how B2B buyers actually behave.

You'll learn how to:

- fix visibility across your entire market
- teach your buyers at scale
- build trust through rhythm, not advertising
- reduce reliance on bloated Martech stacks
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This document is part of the B2B Revenue Reset — a complete framework containing:

- 120 practical post ideas
- 4 strategic tracks
- a step-by-step visibility system
- clarity on buyer behaviour
- guidance for modern GTM structure
- a roadmap towards predictable revenue

If you want the entire system now, you can download the full four-part series instantly.

No forms. No gates. No friction.

30 Educational Post Ideas

1. Here's the correct way to evaluate tools like [Your Product Goes Here].
2. A step-by-step guide for diagnosing your current situation.
3. The best questions to ask any vendor before you buy.
4. A clear explanation of the industry problem and its root cause.
5. The most important thing your team should know about X.
6. What to fix first if you're overwhelmed.
7. The 10 misconceptions people have about this category.
8. If you're considering [Your Product Goes Here], read this first.
9. Here's how to avoid the most common mistakes.
10. A simple checklist for assessing whether you're ready for change.
11. A breakdown of the hidden costs in your current approach.
12. How to talk to your board about fixing this problem.
13. The best way to build an internal business case for X.
14. 3 principles every company should follow when implementing X.
15. Why solving X isn't as complicated as it looks.
16. What successful customers have in common.
17. The fastest educational short-cut for understanding this category.
18. Why you shouldn't buy tools before fixing this foundational issue.

19. A simple model for thinking about improvement in this area.
20. The real impact of X on revenue or operations.
21. How to know if your team is ready for a solution like **[Your Product Goes Here]**.
22. Why “doing nothing” is the most expensive option.
23. A myth we hear all the time — and the truth behind it.
24. What we wish companies knew before buying.
25. A simple analogy that explains what we do.
26. You can write posts like this manually if you know your subject well.
27. And you can automate your educational rhythm once you’re ready.
28. Education is your biggest trust builder — use it weekly.
29. Use these posts alongside your PDF series for consistent teaching.
30. A short explainer that breaks down the “root cause” of the problem your product solves, using a simple diagram or analogy.



Part 3:

Engagement

Engagement begins before the buyer raises their hand.

This section shows you how to keep buyers coming back until they're ready to talk.

Executive Summary

Engagement in modern B2B is anonymous, asynchronous, and self-paced.

Most GTM systems attempt to dictate timing through sequences, forms, and follow-up structures. They treat engagement as their activity, not the buyer's preference. That's why buyers resist.

Modern B2B buyers return when they perceive consistent value, not when they are chased.

Sustainable engagement is built on rhythm. When your market expects to hear from you, interaction becomes voluntary rather than forced.

Engagement is not about response rates; it is about becoming a trusted signal in a noisy environment.

When engineered as a predictable cadence rather than a reactive sequence, engagement compounds without pressure.

What this means to you as CEO: When the market returns on its own terms, sales effort decreases and conversion quality improves.

"Engagement must feel optional, not obligatory."

Why Traditional B2B Engagement Fails

“The buyer is not late. You are just early.”

Engagement fails for one dominant reason: Vendors try to dictate the timing. Buyers refuse it.

Modern B2B buyers:

- engage anonymously
- consume content privately
- compare vendors without raising their hand
- only reach out when their internal timing aligns
- do not want to be managed through a funnel
- reject anything that feels like “push”

Yet most engagement strategies still revolve around:

- “checking in”
- “following up”
- generic newsletters no one reads
- quarterly blasts
- lead-gen nurtures
- SDR cadences
- “Are you still interested?” emails

To a buyer, these don’t feel like engagement — they feel like harassment.

What this means to you as CEO: Your GTM must respect buyer autonomy at every stage.

Engagement Has Changed. Permanently.

The buyer now controls:

- the timing
- the channel
- the pace
- the depth
- the visibility
- the anonymity

This is a radical shift many GTM leaders haven't accepted.

Engagement is now:

- Consuming your insights silently
- Following your CEO's posts
- Watching your videos without logging in
- Sharing your content internally
- Bookmarking your episodes
- Checking your site repeatedly
- Subscribing to your thinking, not your email list

Engagement is happening – you just can't see it.

What this means to you as CEO: If your GTM depends on visible signals to measure engagement, you're missing 90% of your market's behaviour.

85%+ of
early-stage
B2B buying
behaviour is
anonymous.

The Engagement Engine: What Actually Works Now

“Your job isn’t to chase buyers.

Your job is to make them want to come back.”

To earn ongoing engagement, you must deliver value without demanding reciprocation.

Here’s what today’s buyers gravitate to:

1. Weekly CEO Commentary

Short. Honest. Human.
Buyers crave confidence and clarity.

2. Broadcast-Style Consistency

Every Thursday means every Thursday.
Predictability creates habit.

3. Useful, unpolished insights

LinkedIn posts, short videos, raw POVs.
People engage when you’re real.

4. Asynchronous engagement

They engage when they want to, not when you push.

5. Episodic content

Series outperform one-offs.
Buyers like journeys, not campaigns.

6. Zero-pressure interaction

No forms.
No nurture tracks.
No chasers.

What this means to you as CEO:

Engagement requires generosity, rhythm, and zero friction.

What You Can Do Right Now

Here are the practical steps you can implement this week:

1. Start a Weekly CEO Email Commentary

Plain text.
200–300 words.
One insight.
Zero selling.

This becomes a cornerstone for your authority.

2. Publish a Weekly Opinion Post on LinkedIn

Short, sharp, no corporate varnish.
Your face, your tone, your thinking.

3. Invite buyers to join your weekly live show

No registration.
No commitment.
No friction.

4. Share “Behind the Thinking” posts

Screenshot your notes.
Sketch your frameworks.
Show your reasoning.

5. Publish your Five Non-Negotiables

Buyers love clarity of conviction.

6. Create a “Why the Industry Is Broken” mini-series

This resonates instantly with Modern B2B.

What this means to you as a CEO: You can become the voice of reason in your market within 7–14 days.

Buyers don't follow brands. Buyers follow leaders.”

Why Engagement Must Be Buyer-Led

Overview: Content designed for asynchronous, low-friction consumption

How it works: Respect for buyer autonomy and timing

Why it matters: Buyers return repeatedly until their internal timing aligns with your offer

What this means to CEOs: When engagement becomes a choice, not an obligation, buyers consume more, trust more, and convert more.

The Power of Market Rhythm.

Market rhythm is your greatest engagement multiplier.

Why rhythm works:

- Buyers anticipate your next piece
- Familiarity increases
- Consumption becomes habitual
- You become part of their weekly routine
- Trust compounds
- You stay front-of-mind without effort

Your rhythm template:

- Daily: Social444
- Weekly: Live show + CEO commentary
- Monthly: New episode/guide/report
- Quarterly: Strategic briefing

This rhythm is the operating cadence buyers trust.

What this means to you as CEO:

Rhythm beats creativity. Predictability beats persuasion.

"If your communication isn't rhythmic, it isn't trusted."

What Happens When Engagement Is Buyer-Led

“Anonymous buyers who self-educate close 40–60% faster.”

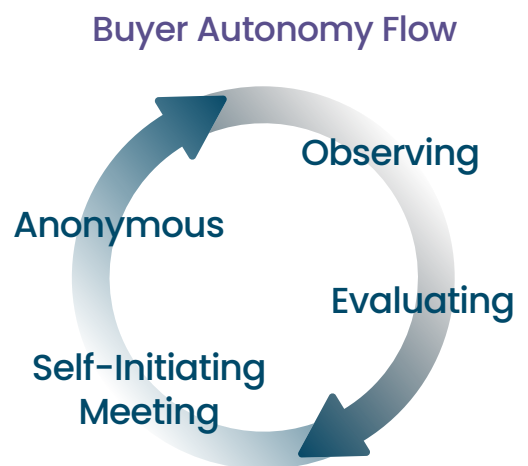
When buyers engage on their own terms:

- They stay anonymous longer
- They consume more deeply
- They share your content internally
- They self-qualify
- They arrive to meetings educated
- They respect your expertise
- They move through the pipeline faster
- They require fewer sales interactions

You eliminate:

- chasing
- nagging
- persuading
- pushing deals uphill

What this means to you as CEO: You stop wasting sales effort on ‘unready’ buyers and only engage those ready to progress.



Preparing for Social444.

Using Your 30 Engagement Posts to Build Familiarity

Market rhythm is your greatest engagement multiplier.

Why rhythm works:

- Buyers anticipate your next piece
- Familiarity increases
- Consumption becomes habitual
- You become part of their weekly routine
- Trust compounds
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This rhythm is the operating cadence buyers trust.

What this means to you as CEO:

Rhythm beats creativity. Predictability beats persuasion.

Preparing for sX Live

Your Engagement Engine

“Your weekly show is not marketing. It’s leadership.”

Your weekly live show is the anchor of all buyer-led engagement.

It gives buyers:

- something to expect
- something to trust
- something to look forward to
- something to share
- something to validate internally
- something to evaluate you by
- a safe, anonymous environment to learn

This is the first moment where your authority, visibility, and engagement converge into one place. The live show becomes your “silent sales team”.

What this means to you as CEO: Your market wants a leader worth tuning into — you become that leader.

A Call to Action

Continue Your B2B Revenue Reset

This document is one part of a four-part series designed to help you rebuild visibility, education, engagement, and conversion across your entire GTM organisation using a practical, CEO-led approach. To continue your reset:

“Engagement is earned with rhythm, not requests.”

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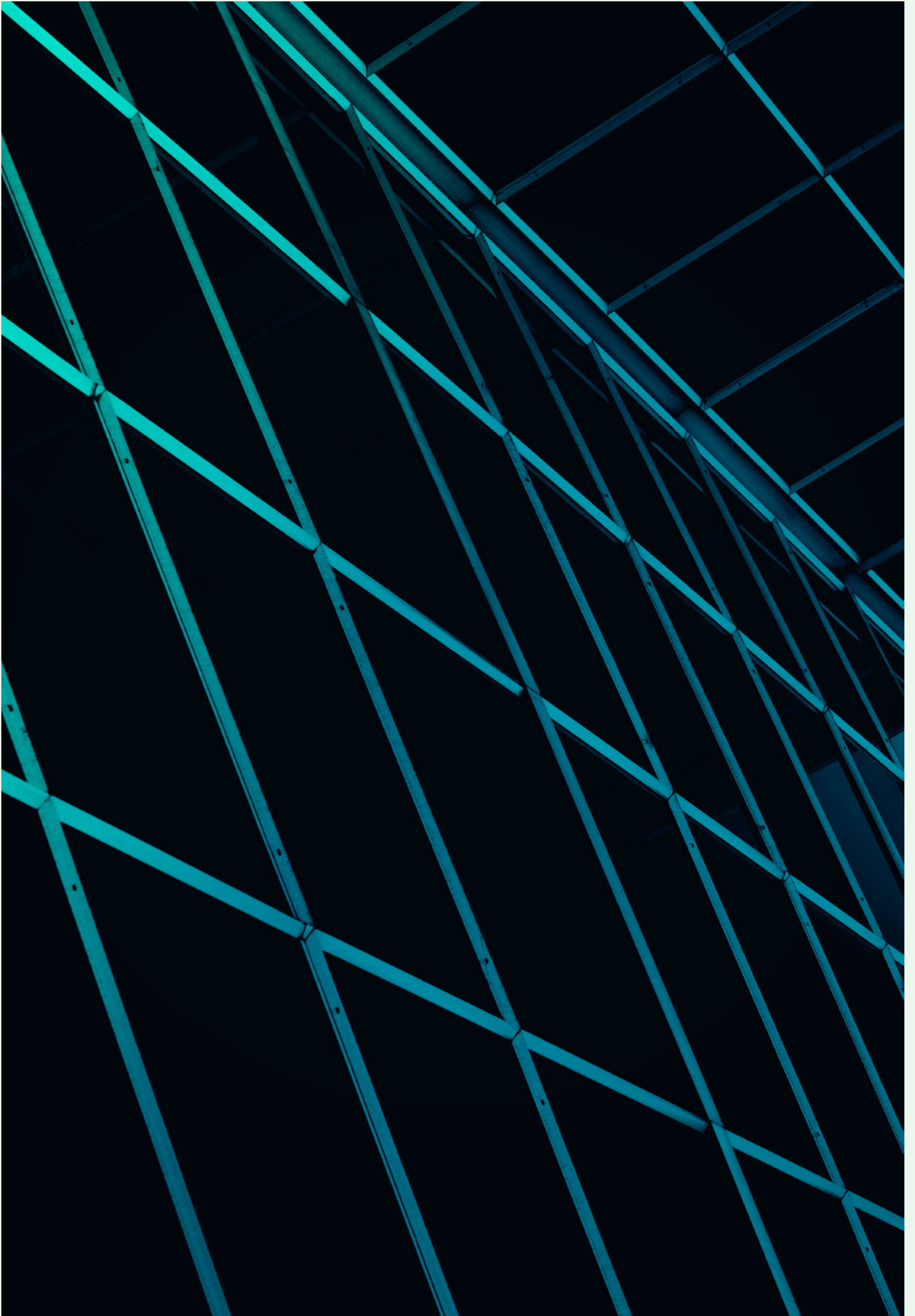
If you want the entire system now, you can download the full four-part series instantly.

No forms. No gates. No friction.

30 Engagement Post Ideas

1. What most people misunderstand about this problem.
2. A real story that shows the human side of this challenge.
3. What we see when we look across this industry.
4. Here's what your team is probably feeling right now about X.
5. "Behind the scenes" — how our team solves this problem daily.
6. A surprising pattern we see among companies who struggle.
7. A pattern we see among companies who succeed.
8. The question we get asked more than any other.
9. Here's what I'd do today if I were starting from scratch.
10. A before-and-after story from a typical customer.
11. A lesson we learned the hard way when building [Your Product Goes Here].
12. The moment most companies realise they need to fix X.
13. Why buyers delay solving this problem — and what happens next.
14. A quiet trend emerging in this industry.
15. A counterintuitive insight about this category.
16. The internal conversation we hear from 9 out of 10 teams.
17. Something we believed years ago — and what changed.
18. A decision we made that changed everything for our product.

19. What buyers usually get wrong about timing.
20. A helpful checklist for your weekly review.
21. A simple question to ask your team this morning.
22. Why now is the best time to address this problem.
23. What your customers wish you knew about their reality.
24. A misconception that stops companies from improving.
25. Why perfect conditions never appear — start small.
26. Yes, you can post engagement content manually — but it takes discipline.
27. And yes, you can set this up to run automatically for months.
28. Use the weekly PDF themes as your anchor for engagement topics.
29. One thought you should revisit every quarter.
30. A reflective post about what you're currently learning from your market — and how it's shaping the future of [Your Product Goes Here].



Part 4: Conversion

Conversion Without Waste

How to Generate SQL-Ready Meetings
Without Cold Calling, Lead Gen, or Martech
Dependence.

This section gives you a modern, low-friction conversion model
aligned with buyer behaviour.

"Qualified meetings don't come from chasing. They come from alignment."

Executive Summary

Conversion is where most B2B GTM functions collapse.

Most B2B conversion inefficiency is structural, not human.

Traditional funnels, qualification calls, and layered hand-overs were designed for the consumer market and a time when buyers depended on vendors for information.

Today, buyers arrive informed. They expect relevance immediately.

If the first meeting feels generic, exploratory, or under-prepared, trust erodes.

Conversion is not persuasion. It is preparation.

This is precisely why conversion costs have ballooned and output has stagnated.

The truth CEOs must confront:

You do not have a sales problem – you have a system problem!

When insight, research, cost interpretation, and contextual understanding are engineered before the meeting begins, conversations shift from selling to alignment.

Predictability replaces friction.

What this means to you as CEO: Your conversion rate is a function of system design, not sales talent.

“You don’t need more salespeople.

You need a system buyers can enter voluntarily.”

The Real Reason Conversion Fails

“The funnel didn’t break.

The buyer outgrew it.”

Not because sales can’t sell.
Not because marketing can’t generate interest.
But because the entire system they operate in is engineered for the wrong era.

The traditional GTM conversion model still relies on:

- lead gen
- lead scoring
- nurture tracks
- SDR teams
- forced handovers
- “qualifying calls”
- and funnels designed for B2C logic

This is precisely why conversion costs have ballooned and output has stagnated.

The truth CEOs must confront:

You do not have a sales problem — you have a system problem!

The conversion process you inherited wasn’t built for modern buyer behaviour. It was never going to scale.

This document shows you how to immediately eliminate waste, collapse friction, and generate SQL-ready meetings without cold calling, lead gen, or bloated headcount.

What this means to you as CEO: Your conversion rate is a function of system design, not sales talent.

The Behavioural Shift GTM Leaders Missed

Buyers today:

- spend months educating themselves
- compare you against competitors before you ever see them
- delay human interaction until their decision window opens
- want the first real conversation to be meaningful
- despise qualification calls
- expect vendors to be prepared
- expect efficiency
- expect the vendor to understand their context
- expect instant clarity, not interrogation

This creates a new law of conversion:

The first real meeting must be high-value, relevant, personalised, and well-researched — or you lose the deal before it starts.

Traditional GTM can't deliver this. sX Connect does.

What this means to you as CEO:

Conversion begins long before the meeting is booked — and long before sales get involved.

What Works Now: The Modern Conversion Model

“A buyer’s first real meeting is a make-or-break moment.

You get one chance.”

A conversion engine must now provide:

1. Self-initiated buyer encounters

Buyers must choose when the meeting happens.

2. Seamless booking (no forms, no gating)

Booking must feel like a natural next step, not a handover.

3. Full research completed by AI before the meeting

- Company background
- Product context
- Financial data
- News
- Competitive landscape
- LinkedIn research
- Buying triggers

4. Proposal and slide deck generated automatically

Before the rep even enters the room.

5. A consultant-led conversation

- Not “qualification”.
- Not “demo-first”.
- Not “discovery that feels like therapy”.

6. A clean, frictionless path to next steps

Buyers want clarity, not choreography.

What this means to you as CEO: The meeting is the new demo. If you’re not ready, they’re gone.

What You Can Do Right Now

Here are the practical actions a CEO can execute this week:

1. Replace 'Book a Demo' with 'Book a Strategy Call'

No buyer wants a demo first. They want wisdom, not a walkthrough.

2. Remove qualification calls entirely

If a buyer wants to meet, they're ready. Don't insult them with an SDR gauntlet.

3. Use Microsoft Forms — not Martech forms

Simple, elegant, no tracking, no cookies, no friction.

4. Build a lightweight "Context Intake" flow

Three questions maximum:

- What's your primary challenge?
- What have you tried so far?
- What outcome do you need in the next 90 days?

5. Prepare a "Meeting Readiness Checklist"

Your consultants should enter every meeting knowing:

- the company
- the competitive space
- the likely problem
- the likely budget
- the likely timeline

6. Reframe the first meeting as a Diagnostic Session

Not discovery. Not sales. A professional, structured diagnostic.

What this means to you as CEO: You can transform meeting quality in one week without adding headcount.

"High-value meetings require high-value preparation."

F.A.B. Section: Why This Conversion Approach Wins

It might seem old-school, but identifying and accurately communicating what it is, what it does and what it means to a potential customer is the foundation of all selling.

What better strategy than to do exactly this, but at scale.

Feature: AI-assisted research, preparation, and proposal generation

Attribute: Fully informed, consultative, and relevant first meetings

Benefit: Buyers move faster, convert higher, and require fewer touch-points

What this means to CEOs: Conversion becomes predictable, measurable, and far less reliant on individual salesperson performance.

The New Conversion Flow (Step-by-Step)

Step 1 – Anonymous buyer follows your visibility + education

- Social444
- Episodes
- Live shows
- CEO commentary

Step 2 – Buyer signals readiness by booking a call

- No forms
- No barriers
- No marketing theatre

Step 3 – sX Connect prepares everything (Can be done manually)

- Research
- Slides
- Proposal
- Context summary
- Talking points
- Competitor analysis
- Meeting brief

Step 4 – Consultant enters the meeting with full clarity

- Prepared
- Confident
- Insightful
- High-value

Step 5 – Buyer receives personalised next steps within minutes

- Not days
- Not “chased”
- Delivered with precision

Step 6 – sX Ops tracks the full cycle

Visibility → Education → Engagement → Meeting → Revenue

This can be done manually via Google Analytics and a variety of platforms.

What this means to you as CEO: You remove the friction that kills deals. You restore professionalism in the first meeting.

“Preparedness is the new competitive advantage.”

What Happens When Conversion Is Systemised

“Organisations with prepared-first meetings close 2–3× more deals.”

When conversion is engineered as a process:

1. Close rates rise
2. Deal velocity increases
3. Pipeline becomes predictable
4. Consultants perform better
5. Sales morale improves
6. Waste disappears
7. Costs drop
8. Meetings become meaningful
9. Forecasts become accurate

This is why the GTM OS positions conversion as a work-flow, not a department.

What this means to you as CEO:

Pipeline predictability is no longer a dream — it becomes normal.

Preparing for Social444

Using Your 30 Conversion Posts to Prime Buyers for Better Meetings

Your 30 Conversion posts prepare buyers for meaningful, high-value conversations.

These posts help buyers understand:

- what a great first meeting looks like
- what information matters
- how to make decisions faster
- what readiness looks like
- how to avoid expensive mistakes
- how to evaluate solutions properly

Conversion posts eliminate friction before it starts.

They ensure your buyers are informed, aligned, and ready to speak – without chasing or pressure.

What this means to you as CEO: Your entire “Awareness → Consideration → Meeting” flow becomes structured, predictable, and aligned with buyer timing.

What this means to you as CEO: Your entire “Awareness → Consideration → Conversion” journey becomes executable through automation.

“Preparedness is the new competitive advantage.”

Preparing for sX Connect

“You don’t need more data. You need the right data in the right moment.”

Now we bring the narrative full circle.

sX Connect is the practical solution to everything in Part 4:

- AI does the research
- AI produces the slide deck
- AI drafts proposals
- AI handles summarisation
- AI handles pre-meeting insights
- AI helps the consultant deliver clarity

This is not “sales enablement”. This is sales re-architecture.

You’re not improving the old system. You are replacing it with something engineered for modern B2B buying behaviour.

Whilst everything suggested in this document can be done manually, we have, with the help of AI, researched, designed and developed the entire GTM OS for B2B.

What this means to you as CEO: Your pipeline becomes driven by capability, not chaos.

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“Conversion without waste is not an aspiration.

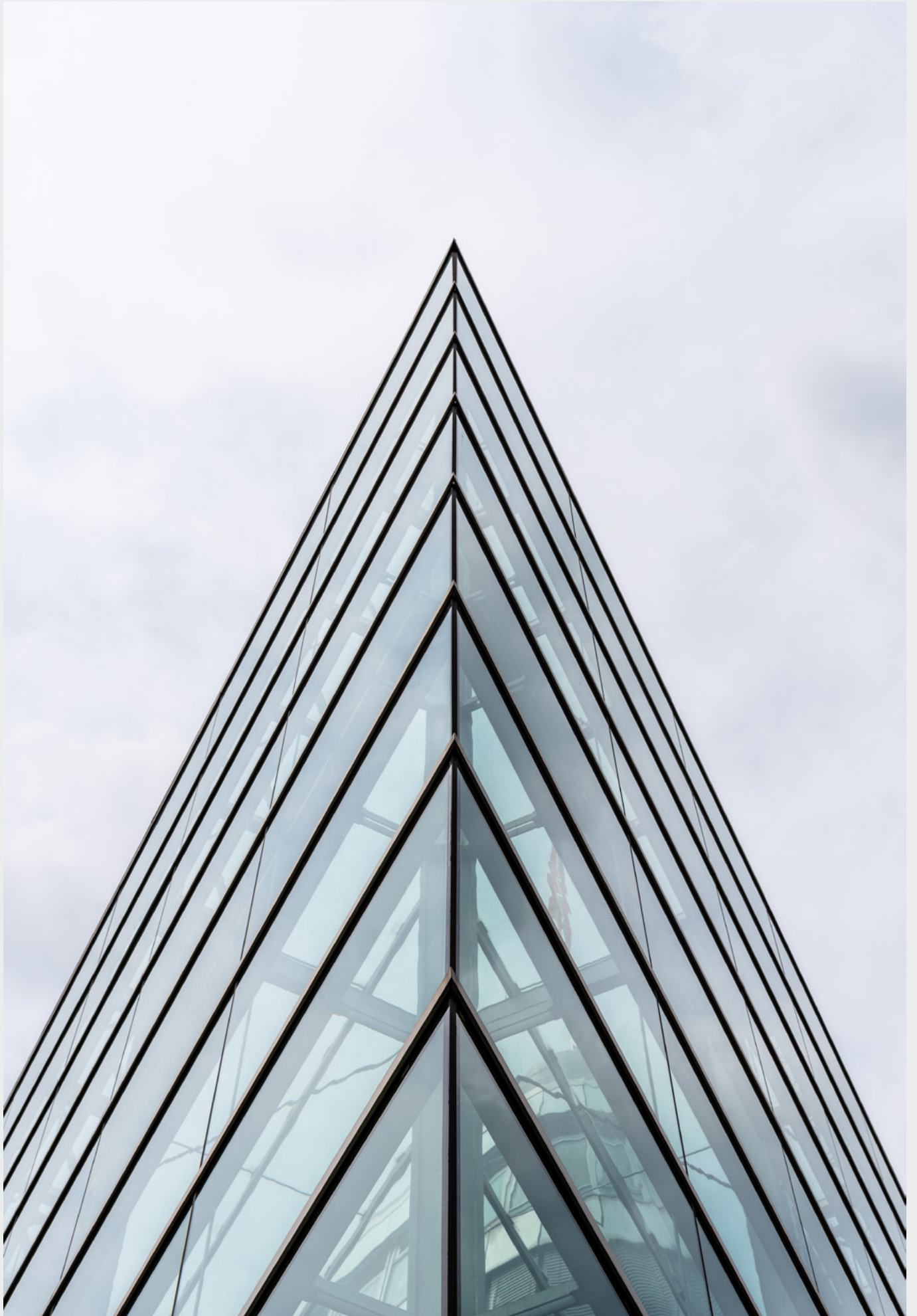
It’s a system.”

30 Conversion Post Ideas

For CEOs who want to warm the market and encourage self-initiated, high-quality meetings for [Your Product Goes Here]

1. What a great first conversation about this problem looks like.
2. The three biggest reasons companies delay fixing X — and why it backfires.
3. A simple way to assess whether your company is ready for change.
4. A story about a customer who waited too long (anonymised).
5. Three things buyers should prepare before evaluating solutions.
6. The most important information we gather before a serious conversation.
7. The difference between a “demo” and a meaningful diagnostic call.
8. A short explanation of how your team prepares for meetings.
9. The most common barrier preventing quick decision-making.
10. A breakdown of what a real ROI discussion looks like.
11. A scenario where companies often misjudge the real problem.
12. Why the first five minutes of a call matter more than people think.
13. A misconception buyers bring into early conversations.
14. One thing companies should document before choosing a vendor.
15. What an ideal buyer profile looks like for [Your Product Goes Here].
16. One thing that dramatically speeds up the buying process.

17. A quiet risk decision-makers rarely consider.
18. The symptom that reveals deeper issues than expected.
19. A question buyers should always ask themselves before meeting vendors.
20. A brief story illustrating how internal alignment accelerates purchase.
21. The difference between “interest” and “readiness”.
22. Three reasons buyers often stall – and what they can do instead.
23. A decision-making shortcut that helps leaders move quickly.
24. How to recognise when your team is ready to evaluate solutions properly.
25. Why meaningful preparation increases confidence for both sides.
26. Yes, you can warm your market manually – consistency is the key.
27. And yes, daily conversion messaging can be automated later if desired.
28. Rotate between insight, process, scenario, and myth-busting.
29. Use your strongest opinions sparingly – they drive the best conversions.
30. A concise breakdown of what an ideal “first successful outcome” looks like for customers using [Your Product Goes Here], framed in practical terms.



Continue Your Revenue Reset

Ways To Go Deeper

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

"Qualified meetings don't come from chasing. They come from alignment."

Learn more at salesxchange.co.uk | Join the weekly live show, Thursdays at 11am

Ways To Go Deeper

For CEOs ready to replace their failing 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 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.

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.

The GTM OS Briefing

A concise, CEO-level walkthrough showing how the system works in

practice and what it enables across your GTM organisation.

Book a GTM Strategy Call

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

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



The B2B Operating System

The core infrastructure that replaces your outdated GTM model

What it is

A fully integrated, six-part B2B Operating System designed to align to 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 live streams, 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 integrated with ChatGPT 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

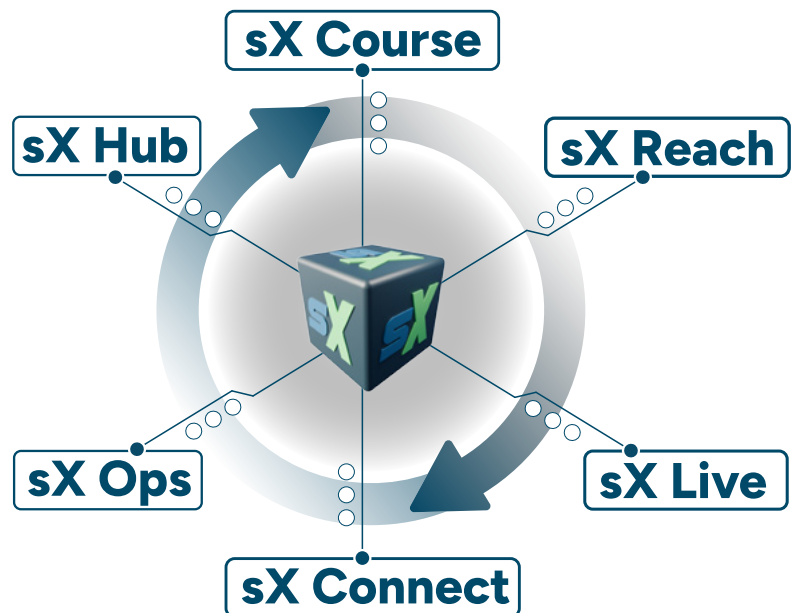
What it means for you

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.



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.

The GTM Reset Live Show

New, views, strategy & tactics how our B2B Operating System scales up exposure and revenue - Join us live every Thursday at 11am (London).

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