

Stop guessing **your way to market.**

Who your customer is. Their honest pains/problems. Which wedge cuts through a crowded category. What will resonate. I interview your buyers, build the playbook, and engineer GTM systems.

For B2B software founders, Seed to Series B.

20 years in B2B enterprise sales & GTM · 25 years in research & insights · 3x founder · 3x GTM engineer · Created the unmoderated remote research category at UserZoom

WHERE ARE YOU STUCK?

01 · DISCOVER · 60 DAYS

"I don't know who my customer really is."

- You cannot get buyers on the phone.
- When you do, it turns into a pitch.
- Twenty conversations later, notes, not a decision.

15 to 20 buyer interviews, recorded, summarized, and analyzed. You get ICP, wedge hypothesis, pains, positioning and messaging that will resonate, and 3 to 5 accounts ready to pilot.

02 · DEFINE · RETAINER

"We win sometimes, and I can't explain why."

- Only the founder can give the good pitch.
- Deals stall after the first call.
- The first sales hire has nothing to run.

I turn what buyers said into a narrative, pitch, and process, on live deals. You get a playbook your team runs without you.

03 · SCALE · RETAINER

"We need pipeline, and outbound burned us once."

- Outbound burned a domain and produced nothing.
- Tools got bought and never connected.
- Nobody knows which accounts to reach this week.

I engineer the outbound system: signals, watchlist, coverage map, human-in-the-loop agentic outreach. You get conversations from signals, not lists.

Most engagements start with Discover. Already know your customer? A two-week audit tells us where to begin. Each stage stands alone when properly scoped.

This method, three times. Discover: at Corvus and RepLabIQ, 100+ buyer interviews defined the wedge, ICP, and battle cards before the product existed; at RepLabIQ, 30 conversations became 5 pilots, 1 customer, and a one-sentence wedge in 2 months. Define: at UserZoom, created the unmoderated remote research category and led sales & GTM from \$0 to \$100M. Scale: at BCT Staffing, built the signal-driven outbound engine that finds the next customers.

Book a 30-minute conversation.

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