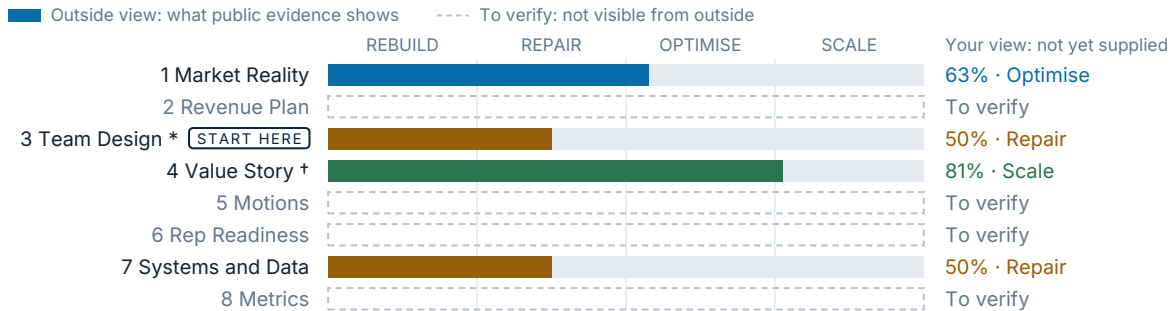




PROVISIONAL BAND	EVIDENCE RANGE	FIRST AREA TO FIX	EVIDENCE FOUND
Repair range midpoint; verification confirms	29–87% where the score could sit today	Team Design earliest visible gap; test it first	17 of 48 the rest is what we confirm together

Northgate's strongest public asset is its value story: nine named case studies across 3PLs, forwarders and distributors, each with figures.¹ Chief Revenue Officer Megan Walsh, Marketing Director Luis Ortega, SDR Team Lead Hannah Cho and AE lead Tom Reilly are visible; a part-time sales operations coordinator is the only operations seat. Two SDR roles are open and a July 2026 post announces account-based selling.² The record cannot show who owns the system the growing team runs on, or where manufacturers sit in the target market.³ The team is being scaled before its operating owner is named.



* Start here: the earliest gap in capability order, to verify from the inside. † Depends on it. Bars are each capability's own evidence score, never capped. Take the eight-question self-assessment on the RepAgentic website and it will be laid over this read. Unassessed from outside does not mean weak.

How I read the problem

Situation where you stand today	Warehouse and Visibility software sold across Australia and New Zealand by five SDRs and six AEs, with a public account-based program.
Pain the hypothesis to test	With no revenue operations owner, routing, reporting and handover may drift as the team grows. Unproven.
Impact where it would show up	Meetings the AEs do not accept, new hires ramping on an unwritten list. No revenue figure is estimated.
Critical event why now	Two SDR roles are open, Visibility launched in February 2026 and the account-based program in July 2026.
Decision verify together	Test team design, target market and handover against Northgate's records before the new SDRs start.

What to verify before deciding what to build

Capability	What to verify	Why it matters
Team Design	Who owns revenue operations and enablement today, and what the SDR team lead carries.	Decides whether new SDRs land on an owned system.
Market Reality	How the weekly SDR list is built and how manufacturers win against logistics segments.	Shows whether SDR time goes where the proof reaches.
Revenue Plan	What passes from SDR to AE with a meeting, and how many held meetings AEs accept.	Tests whether the account-based program changed the handover.
Metrics	Whether the board pack and sales reports show the same new-business number, and who reconciles them.	Sets the baseline for every later measure of progress.

These are investigation priorities, not confirmed gaps or an implementation plan. The Inside-Out Verification checks all eight gates in order, starting with Market Reality, before identifying the first gate needing work. Missing public evidence does not establish missing capability.

Next step: your Executive Brief Review Book a complimentary 60-minute review of the full diagnostic. We will discuss the findings, what remains uncertain and which capability may be holding the rest back. Challenge the assessment and share your priorities. We can then discuss optional Inside-Out Verification and its included Verified Plan, with no obligation to proceed.

Jeremy Heap · Fractional CRO and GTM leader · RepAgentic

1. <https://northgate.example/case-studies>
 2. <https://northgate.example/blog/account-based-growth>
 3. <https://northgate.example/who-we-serve>



The canvas holds ten panels. This version carries only what the public record proved, so panels resting on unconfirmed evidence are marked rather than filled. That is the honest state of an outside read and the gaps are the agenda for the session, not a defect in the work.

PART ONE · WHERE THEY ARE, FROM THE PUBLIC RECORD

01 The account <i>proven</i> Warehouse management and Visibility software for logistics businesses across Australia and New Zealand, with five SDRs, six AEs and two SDR roles open. ¹	02 Who they serve <i>proven</i> 3PLs, forwarders, distributors and manufacturers with 50 to 2,000 staff. Operations directors and warehouse managers are the only buyers named.	03 How they prove it <i>proven</i> Nine named case studies with results across three logistics segments, a Visibility proposition and a tagged resource library of guides and webinars. ²
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PART TWO · WHAT IS HOLDING THEM

04 First area to fix <i>hypothesis</i> Team Design: the team is growing, but no revenue operations owner is visible and team size and pay are read from job posts only. Value Story depends on the team carrying it.	05 What stays open <i>open</i> Revenue Plan, Motions, Rep Readiness and Metrics cannot be read from outside: stages, sequences, coaching and reporting all sit inside the business.	06 The seat position <i>hypothesis</i> An SDR team lead runs five SDRs with a part-time coordinator on operations. Who owns routing, reporting and handover as the team reaches seven is unclear.
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PART THREE · WHAT TO VERIFY NEXT

07 Verify first <i>proposed</i> Inside-Out Verification would test these public findings against Northgate's own opportunity export, pipeline stages and team notes, then produce a Verified Plan.	08 Who the list targets <i>open</i> Ask how the weekly SDR list is built and how manufacturers win against logistics segments. Won and lost opportunities by segment would settle it.	09 Who owns operations <i>open</i> Ask who owns revenue operations and enablement at Northgate today, and what the SDR team lead carries beyond leading five SDRs.	10 Then decide the rest <i>proposed</i> Whether to add seats, tools or a new market stays open until verification. The Verified Plan names the first area to fix and dates every action.
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The first three questions for the first area to fix

Team Design 1 · How was the SDR headcount set, and is it tied to the number of accounts to cover?

Team Design 3 · Is the FY27 hiring plan funded, and was outsourcing compared?

Team Design 5 · Can an SDR work out their own pay from the plan, and how was quota set?

The four gates this read could not assess, and what opens each

Gate	The one question that opens it
Revenue Plan #1 · four open	Is the SDR model written down, and does it still include the agency?
Motions #1 · five open	Which sequences run today, across which channels, and what is written about them?
Rep Readiness #1 · six open	What does an SDR need to show before they call alone?
Metrics #1 · three open	What activity measures are reviewed each week?

1. <https://jobs.northgate.example/sdr-outbound>

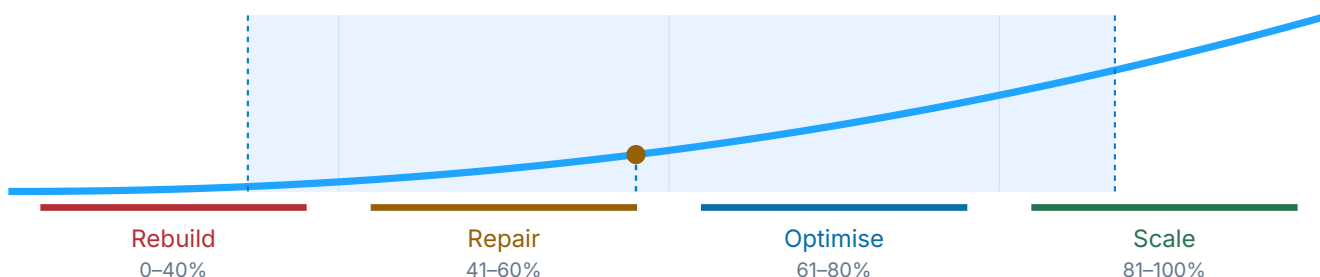
2. <https://northgate.example/case-studies>



The four bands describe operating behaviour, not effort. The public record supports only the gates it can reach; unassessed gates are not weak gates. Where coverage is thin, the band is provisional until verified. Verify the first area to fix against the internal evidence before treating it as the starting point for the plan.

Provisional band: Repair

58%, the midpoint of a 29–87% evidence range. Verification confirms or corrects this position.



Illustrative maturity progression, not a revenue forecast or improvement promise. Equal-width bands explain the stages; the curve is not a measured growth relationship.

Where each area sits today

Area	What the record shows for Northgate Systems	Band
1. Market Reality	3PLs, forwarders, distributors and manufacturers with 50 to 2,000 staff are named across Australia and New Zealand, but manufacturers carry no priority and only operations roles are named.	Score band Optimise
2. Revenue Plan	Job posts imply inbound and outbound SDRs and a July 2026 post announces account-based selling, while stages and the SDR to AE handover are not public.	Not stated not visible from outside
3. Team Design	Hiring uses a scorecard and work-sample task and five values are repeated by staff, but no revenue operations owner appears and one part-time coordinator covers operations.	Score band Repair
4. Value Story	Segment propositions for 3PLs, forwarders and distributors, a Visibility proposition and nine measured case studies are public, with objections answered only in a four-question FAQ.	Score band Scale
5. Motions	Four Northgate SDRs post on LinkedIn and a newsletter and webinar series nurture not-ready buyers, while sequences, calls and outbound messages cannot be seen.	Not stated not visible from outside
6. Rep Readiness	SDR job posts promise a 90-day onboarding program and an ongoing sales academy, while coaching, standards, the playbook and AI drafting checks are not visible.	Not stated not visible from outside
7. Systems and Data	One platform runs Northgate's forms, chat and demo booking, both sending domains publish SPF, DKIM and a reject policy, and an intent tag runs on the site.	Score band Repair
8. Metrics	Nothing public shows how Northgate measures SDR activity, stage conversion or sourced pipeline, or whether board and sales reports show the same number.	Not stated not visible from outside

What each band means, and the step out of it

Rebuild 0–40% · not ruled out	Repair 41–60% · provisional placement	Optimise 61–80% · not ruled out	Scale 81–100% · not ruled out
The motion runs on individual effort and whatever lives in people's heads. Stories differ and data is scattered.	The parts exist but do not connect. Account selection, deal stages and handoffs may vary between people.	The motion runs, connects and is measured. Written handover rules, named owners and reporting support regular reviews.	The system is repeatable and teachable. New hires inherit a documented method; signals prompt defined, owned actions.
Step out: Verify account choices, responsibilities and definitions before deciding what needs to become repeatable.	Step out: Verify whether unclear rules, inconsistent adoption or missing capability explain the break before choosing a fix.	Step out: Verify consistency and the remaining gaps. Improve what already works rather than prescribe a rebuild.	Step out: Verify consistency across teams and new hires. Identify drift before adding more volume.



WHY THE EARLIEST GAP COMES FIRST

The eight gates are one chain, not eight separate scores. Each gate is scored on its own evidence and no score is capped, so improving any practice can only raise its result. But what you do well only pays out as far as the earlier gates allow: excellent messaging still stalls if nobody agrees what a qualified opportunity is. So the plan starts at the earliest gap in gate order, and names the later areas that score higher but depend on it. Fixing that gap releases strengths you already have; it does not mean rebuilding them.

How the placement is produced

01

Read the record

Read owned pages, people, roles and technology. Record blocked routes and former names.

02

Score the checks

Forty-eight checks, four points each, every score sourced or left open.

03

Find the first gap

The earliest gate in order that needs work, why, and which later gates depend on it.

04

Name what to verify

Separate visible concerns from internal unknowns. Do not scope a build from public evidence.

05

Choose how to close it

Review the findings. Choose the optional verification for a Verified Plan; decide on any build support separately.



What happens next is your choice

Start with your complimentary Executive Brief Review. In 60 minutes, we walk through the full diagnostic, discuss the findings and decide whether internal verification would be useful.

OPTIONAL NEXT STEP: INSIDE-OUT VERIFICATION

Turn this outside-in view into a Verified Plan for your new-business ADR/BDR/SDR operation. We review your answers and supporting documents across all eight capabilities to confirm or correct the findings, identify the first gate needing work and set out what to do next.

What you take away: an evidence-backed assessment, a maturity band where the evidence is complete, and a prioritised plan your internal team can use. Any remaining evidence gaps are made explicit.

How it works: two planned written pre-work rounds, a third only for essential unresolved questions, then one Findings and Recommendations Review. You supply documents; we never request system access.

The verification is a separate paid engagement, not a requirement. Take the Verified Plan and act independently, or choose separately scoped support. The detailed GTM Build Pack and implementation are not included.

START WITH A FREE OUTSIDE-IN READ

This is what RepAgentic would read from your public record, at no cost and with no obligation. Email jeremy@repagentic.com to request yours.

Northgate Systems is an invented company. Every name, figure and finding is made up to show how RepAgentic works.