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Northgate Systems

the account under analysis



CRO GTM DIAGNOSTIC · BY REPAGENTIC

Northgate Systems

Outside-in run · northgate.example · 25 August 2026

An outside-in read of how Northgate Systems wins new customers, prepared for its Chief Revenue Officer. Northgate Systems is an invented company. Every name, figure and finding is made up to show how RepAgentic works. The record shows a warehouse and visibility software business with strong segment proof, a five-person SDR team and a public move to account-based selling. It does not show who owns revenue operations or how the SDR list is built. Every check is put to the account with the source it was read from. Where the public record could not reach a question, this document says so instead of guessing. The questions left open are the agenda for the session that settles them.

PROVISIONAL BAND

Repair

range midpoint; verification confirms

EVIDENCE RANGE

29–87%

where the score could sit today

FIRST AREA TO FIX

Team Design

earliest visible gap; test it first

AREAS I COULD SCORE

4 of 8

4 need a conversation

EVIDENCE FOUND

17 of 48

the rest is what we confirm together

Jeremy Heap

Fractional CRO and Go-To-Market business development leader

Account diagnostic · Version 1.6 · 25-08-2026 · Public sources only



SECTION 01

The summary

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.

PROVISIONAL BAND	EVIDENCE RANGE	FIRST AREA TO FIX	AREAS I COULD SCORE	EVIDENCE FOUND
Repair range midpoint; verification confirms	29–87% where the score could sit today	Team Design earliest visible gap; test it first	4 of 8 4 need a conversation	17 of 48 the rest is what we confirm together

Northgate's message is ready for scale; the team behind it is not yet designed for it. Segment propositions and nine measured case studies are public ([case studies](#)). The SDR team is growing from five to seven, but no revenue operations owner appears anywhere in the record, and one part-time coordinator is the only operations seat ([company page](#)). A strong message carried by an unowned system is the gap to test first.

The target market is named but not prioritised. The site lists manufacturers beside 3PLs, forwarders and distributors with no order between them ([who we serve](#)). Review-site customers are almost all mid-sized logistics firms ([reviews](#)). If manufacturers win less often, the SDR list may be spending time where the proof does not reach.

The account-based move is announced, not yet visible in practice. The July 2026 post commits to account-based selling for top logistics accounts ([blog](#)). Which accounts are in the program, how the weekly SDR list is built and what passes from SDR to AE with a meeting cannot be seen from outside. These are the first questions for the verification session.

THE GAPS ARE ABOUT OWNERSHIP AND RULES, NOT ABOUT PROOF.

First, nobody is visibly accountable for revenue operations while the team grows. Second, nothing shows how the SDR list is chosen, so the intent feed may be setting the market. Third, the handover from SDR to AE and the measures behind it cannot be read from outside.

What the inside-out read can do to this placement

This placement is a hypothesis drawn from the public record, not the basis for a costed implementation plan. The Inside-Out Verification tests it against your answers and supporting documents. The placement may move down, hold or move up; where no band is supportable yet, complete internal evidence enables the first verified placement. The Verified Plan is produced after that assessment, not assumed before it. Verification remains optional.

↓ It falls

The record flattered you: stages published but not used, a tool bought but not adopted, a definition no two leaders state alike.

[What verification establishes.](#) Which foundations genuinely need attention, before any remediation scope is selected.

→ It holds

The outside read was right. What the market sees is what is running, which is itself a finding: evidence and practice agree.

[What verification establishes.](#) Which gaps remain and what would close them. A matching score alone does not determine the work.

↑ It rises

You are better than the market can see. The capability exists but is not published, measured, or stated where a buyer would find it.

[What verification establishes.](#) Which existing strengths to preserve and whether the remaining issue is capability, visibility or both.

SECTION 02

The account on the public record



Attribute	What the public record shows	Gr
What Northgate sells	Warehouse management software and Visibility, a shipment-tracking product launched in February 2026 (Visibility).	A
Who it serves	3PLs, freight forwarders, distributors and manufacturers with 50 to 2,000 staff across Australia and New Zealand (who we serve).	A
Proof	Nine named case studies across the three logistics segments, with results and customer quotes (case studies).	A
Buyers named	Operations directors and warehouse managers; no finance, IT or freight roles appear (who we serve).	A
Selling model	A July 2026 post announces account-based selling for top logistics accounts (blog).	A
Team signals	Job posts describe five SDRs and six AEs, an SDR team lead and two open SDR roles in Sydney and Auckland (jobs).	B
Pay and path	SDR posts advertise base plus uncapped commission and a path to AE (jobs).	B
Hiring	A structured hiring process with a scorecard, a work-sample task and two interviews (how we hire).	A
Systems	One platform runs forms, chat and email; an intent-data tag runs on the site; DMARC is set to reject (DNS).	B
Review sites	Reviewers are mostly mid-sized logistics firms; manufacturers are rare (reviews).	B

SECTION 03

The people who run the motion

The seat scan reads who Northgate is paying to open new customer relationships. It covered SDR, BDR, account executive, marketing, sales operations and revenue operations titles at practitioner and leadership levels, plus the careers pages and staff posts. Bases come from stated locations. All records are invented for this example.

Seat	Title as recorded	Where	Period	What it tells us
Megan Walsh	Chief Revenue Officer	Sydney APAC	In seat	Owns new business across both products. The sponsor for any verification.
Luis Ortega	Marketing Director	Sydney APAC	In seat	Leads demand and content; the case library and the account-based announcement sit with marketing.
Hannah Cho	SDR Team Lead	Sydney APAC	In seat	Leads five SDRs. Whether she also carries accounts is not public.
Tom Reilly	Sales Director, AEs	Melbourn e APAC	In seat	Represents the six AEs who accept SDR meetings.
Ben Tran	Sales Operations Coordinator	Sydney APAC	In seat, part time	The only operations seat found. Whether he owns the sales systems or only administers them is the question.
Operations seat	Any revenue operations owner	Not found	—	No revenue operations or enablement owner appears in any public record.

**WHAT THE SWEEP CHANGED AND WHAT IT CONFIRMED**

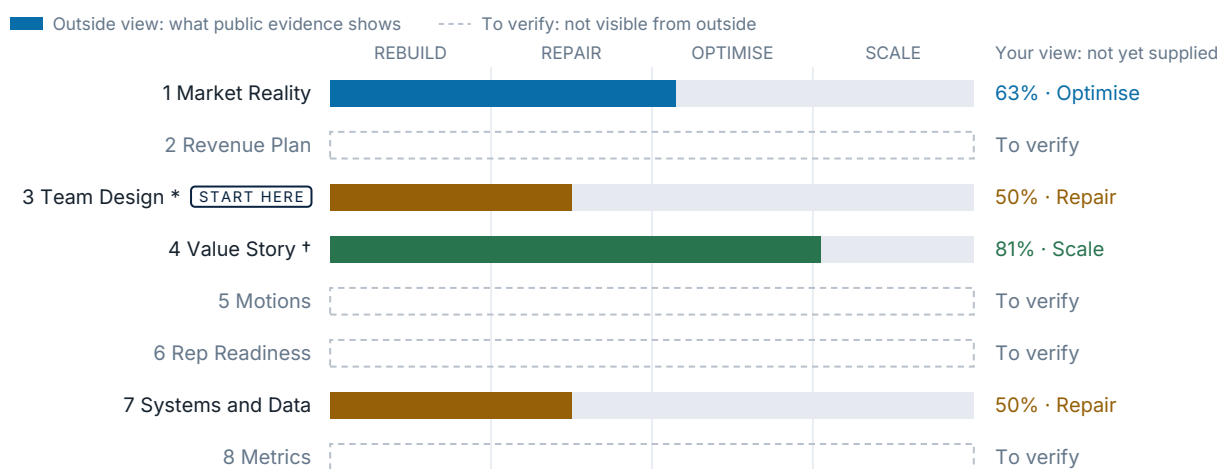
Size. Five SDRs and an SDR team lead are visible, with two SDR roles open in Sydney and Auckland. Six AEs close new business. All seats sit in Australia and New Zealand (APAC). Leadership. Megan Walsh (Chief Revenue Officer) owns new business; Luis Ortega leads marketing; Hannah Cho leads the SDRs; Tom Reilly represents the AEs. Ben Tran is listed as a part-time sales operations coordinator. No revenue operations or enablement owner was found, which is the seat gap to confirm.

Where the sweep looked

- Invented company page and staff records, read dated 25 August 2026. Every name and URL is fictional.
- Careers pages: <https://jobs.northgate.example>. Two SDR roles open.
- Account-based selling announcement: <https://northgate.example/blog/account-based-growth>.
- No outreach was received and no enquiry was submitted.
- No inference about any named individual is drawn from job ads. Where this document describes a seat, it describes the seat.

SECTION 04**The capability score**

The gates run in the order the work has to happen, and each one is read on its own evidence. A gate can only be given a reading where the public record actually proved something: where it did not, the gate is marked as one I could not assess from outside, which is a finding about what your market can see and not a judgement about how you operate. Four of the eight gates could be read this way on this run. The bar chart shows the share of available points each of those earned.



* 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.

The START HERE tag marks the first area to fix: the earliest gap in gate order. Each bar is that gate's own evidence score as a percentage of the points available in it, so gates of different weight are comparable, and no score is capped. Team Design is the first area to fix, at 50%. Value Story scores higher but can't deliver fully until it is fixed. Fixing it releases strengths already in place rather than rebuilding them.

Gate	Pts	Of	%	What set the score
1. Market Reality	5	8	63%	Segments, size and region are named, but manufacturers sit beside logistics with no priority, and only two buyer roles in one function appear. How the weekly list is built is not visible.
2. Revenue Plan	n/a	n/a	n/a	Not assessable from outside. Job posts imply inbound and outbound SDRs, and an account-based program is announced. Stages, handover and service levels are internal and not visible.



Gate	Pts	Of	%	What set the score
3. Team Design	6	12	50%	The lowest assessable gate. Hiring is structured and values are well documented, but team size and pay come from job posts only, and no revenue operations owner is visible.
4. Value Story	13	16	81%	The strongest gate. Segment propositions, nine measured case studies and a tagged resource library are public. Objection handling is answered only in a short FAQ.
5. Motions	n/a	n/a	n/a	Not assessable. No outreach was received; four SDRs post regularly on LinkedIn and a newsletter and webinars keep not-ready buyers in touch.
6. Rep Readiness	n/a	n/a	n/a	Not assessable. Job posts promise a 90-day onboarding program and a sales academy, but coaching, standards and the playbook are not visible.
7. Systems and Data	10	20	50%	One platform runs forms, chat and booking, sending is authenticated and an intent tag runs on the site. Data quality, sequencing rules and reporting are not visible.
8. Metrics	n/a	n/a	n/a	Not assessable. No public sign of activity, conversion or pipeline reporting. Whether board and sales reports agree is the first question to ask.

The scoring rules behind these numbers are walked through in the full diagnostic.

Where each area sits today

Each statement is written from this account's own evidence. The band beside it is the band of that area's own score; the statement explains what sits behind it, and the question under it is what verification would confirm or move.

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. Decided by checks 1.1, 1.2. To confirm or move it: If a new SDR started on Monday, which companies would be on their list and which would they leave alone?	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. Decided by checks 2.1, 2.3, 2.4. To confirm or move it: What passes from SDR to AE with a meeting, and on what grounds can an AE send one back?	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. Decided by checks 3.2, 3.4, 3.6. To confirm or move it: Who owns revenue operations at Northgate today, and what are they accountable for as the team grows?	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. Decided by checks 4.1, 4.2, 4.4. To confirm or move it: Which case study does an SDR use for each segment and buyer role, and who keeps them current?	Score band Scale



Area	What the record shows for Northgate Systems	Band
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. Decided by checks 5.1, 5.5, 5.7. To confirm or move it: Which outbound sequences run today, across which channels, and what is written down about them?	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. Decided by checks 6.1, 6.2, 6.5. To confirm or move it: What does a new Northgate SDR need to show before they call alone, and who signs it off?	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. Decided by checks 7.1, 7.4, 7.6. To confirm or move it: Is there one system of record, and are the fields the SDR motion needs actually in use?	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. Decided by checks 8.1, 8.2, 8.3. To confirm or move it: Do the board pack and sales reports show the same new-business number, and who reconciles them?	Not stated not visible from outside

SECTION 05

The account canvas

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
proposed

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
open

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
open

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
proposed

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.

The check ledger, with the scale and evidence grades for every practice, is in the full diagnostic.



1. Market Reality — 5/8, 63%

What I checked	What I found	What best looks like at Scale	Where	State	Score
1.1 · Our target market using firmographic characteristics	The site names 3PLs, freight forwarders, distributors and manufacturers across Australia and New Zealand; a 'Who we serve' page gives 50 to 2,000 staff. Review-site reviewers are mostly mid-sized logistics firms.	The company maintains a written target-market definition covering industry, size band and geography, and every revenue team uses it consistently.	Their website	Confirmed	3 grade B
1.2 · Our Ideal Customer Profile using demographic characteristics	The site speaks to operations directors and warehouse managers. No finance, IT or freight roles appear anywhere.	The company maintains a written ICP naming target functions, seniority levels and job titles, and reviews it quarterly with sales and marketing.	Their website	Part confirmed	2 grade B
1.3 · The required characteristics of a qualified lead, as opposed to "nice to have"	Demo requests go through a web form; the qualification criteria behind it are not visible.	The written lead definition separates mandatory firmographics and need criteria from optional enrichment, and every SDR applies the same qualification dimensions.	Not found	Cannot see it	— grade B
1.4 · Can explain why any account or lead is on this week's priority list, the explanation is written down as rules rather than held by one person, and it is the same explanation the system used	An intent-data tag runs on the site, which suggests intent signal feeds targeting; how the weekly list is built is not visible.	A named owner maintains written prioritisation rules, and the system applies them consistently so every rep can explain each account's weekly priority.	—	Cannot see it	— grade C
1.5 · Buyer persona templates for all key job roles we will target	No persona material is public.	The team maintains a written persona profile for every target role, with role-specific pains, desired outcomes and a dedicated enablement asset.	Not found	Cannot see it	— grade B

2. Revenue Plan — not assessable from outside

What I checked	What I found	What best looks like at Scale	Where	State	Score
2.1 · Our SDR Model - Inbound, Outbound, Outsourced or Hybrid	Current job posts are for an inbound SDR and an outbound SDR, reporting to an SDR team lead; an earlier post mentioned working alongside an agency.	The company documents its inbound, outbound, outsourced or hybrid SDR model, defines reporting lines, and ensures every rep can state it.	Job ads	Intent only	2 grade B
2.2 · The buyer stages a lead follows through our CRM	The site forms feed a marketing system; the stages behind them are not visible.	The company documents each buyer stage, sets entry and exit criteria in the CRM, and trains every rep to use them.	—	Cannot see it	— grade C



RepAgentic

WHAT COMES NEXT

Start with a free Outside-In Read

This example shows what RepAgentic produces. Your own read starts from your public record, at no cost and with no obligation: where your go-to-market stands, the first area to fix and the questions that settle it.

Email

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This is a public sample: 8 of the diagnostic's 18 pages, with Market Reality shown in full. The complete diagnostic, with every practice, the scoring scale and the questions for each, is walked through in a meeting.

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