



Tallis wins on the founder's network and a clear compliance story. The next 90 days give it dated reasons to go and ask.

Build the foundations first Market Reality and Value Story are partly in place; Team Design is not visible from outside.

Tallis has no new business seat today, so this brief reads whether the foundations for one are in place, not how a sales team performs. This brief answers four questions instead: where work comes from now, which dated events open doors in the next 90 days, what a first new business seat must earn, and which organisations are worth a conversation. Public sources only; anything we could not see is a question for Monday. **Tallis Field Software is an invented company. Every name, figure and finding is made up to show how RepAgentic works.**

What we can see from outside

- **Proof is specific to one buyer.** The site says Tallis helps maintenance contractors on council and utility work stop missing compliance checks¹. Four customer quotes name contractors and roles, but none carries a result figure².
- **New business looks founder-led.** Priya Kaur writes the posts, and demonstrations are booked straight into her calendar^{3,4}. No sales, SDR or marketing role is listed on the careers page⁵.
- **A partner and a panel already bring work.** Tallis is listed in the AssetGrid partner directory and on the Hunter and Coast Councils Alliance approved software list^{6,7}.
- **Outbound has been tried.** A 2025 review mentions first hearing about Tallis from a cold call⁸. No outbound activity is visible now; what happened is worth asking on Monday.
- **Deal size is mid-market.** Plans start at \$1,500 a month for up to 100 field staff, with larger crews quoted⁹. More than 20 contractors are named as customers².

Dated events in the next 90 days

Date	Event	Why it matters for Tallis
11 Sep 2026	The Hunter and Coast Councils Alliance maintenance contractor panel refresh closes ¹⁰ .	Every contractor bidding must show how it records compliance on council assets. Tallis is already on the Alliance's software list ⁷ . Confirm: who tells bidding contractors before the close?
1 Oct 2026	AssetGrid opens its partner marketplace ¹¹ .	Partners with a connector are listed first; Marcus released the AssetGrid connector in June ¹² . A low-cost route to AssetGrid customers.
14 to 15 Oct 2026	Field Assets Expo, Sydney ¹³ .	Operations directors from council and utility contractors attend. A reason to book meetings ahead, not just to take a stand.
1 Nov 2026	The utility contractors' digital work record standard takes effect ¹⁴ .	Contractors on water and electricity work must keep a digital record of each safety check. Tallis already does this; the date gives a reason to call.

Dates are reasons to start a conversation, not evidence that any contractor is affected or ready to buy.

Three foundations for a first seat (outside-in read; each one confirmed in verification)

Market Reality Partly in place Who do we go after? The site names council and utility maintenance contractors but no size band, region or buyer beyond "operations managers" ^{1,15} . No page is written for a specific role, and nobody visibly decides which contractors to pursue. Ask: which contractors, by field-staff size and contract type, go on the list?	Value Story Partly in place Why would they choose us? The compliance message is clear and consistent ¹ . The gap is proof: four quotes and no figures, no case study by contract type, and no guides or resources a buyer could find before a demonstration ² . Ask: what changed for your best customer, in numbers, in the first six months?	Team Design Not visible from outside Who does the work, and can we fund it? No sales, SDR or marketing role is listed on the careers page ⁵ , and no hiring plan or budget is public. Whether the first seat is a hire, and how it is paid, is a question for the verification. Ask: how many hours a week can Priya give to new business, and is a hire budgeted?
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Where the work likely comes from, and what to ask

Route	What we can see	Question for Priya
Founder network	Priya posts weekly and is publicly linked to most customer stories ^{3,2} .	What share of your 23 customers started with you personally?
Council panel	Listed on the Hunter and Coast Councils Alliance software list ⁷ .	How many customers came through the panel, and who watches the refresh dates?
Asset-platform partner	AssetGrid partner directory listing and a new connector ^{6,12} .	How many introductions did AssetGrid make last year, and how many closed?
Outbound	A 2025 review mentions a cold call ⁸ . Nothing visible now.	What did the 2025 outbound trial produce, and why did it stop?
Existing customers	More than 20 named contractors ² .	How many customers have referred another contractor?
Inbound	A demonstration form that books into the founder's calendar ⁴ .	How many demonstration requests arrive a month, and how many are a fit?

Six organisations worth a conversation

Named because a public, dated signal and a matching Tallis proof point exist. All are invented for this example. None has been contacted, and no need is confirmed.

#	Organisation	Signal (dated)	Proof to lead with
1	Rivergum Water contractors	Rivergum Water awarded new maintenance services contracts in July 2026; the winning contractors start in October ¹⁶ .	Water-asset compliance checks
2	Ironbark Civil	Advertising a compliance coordinator for council road and drainage contracts, listed August 2026 ¹⁷ .	Council maintenance compliance; a role Tallis supports
3	Coastline Electrical Services	Won three council street-lighting contracts in July 2026 ¹⁸ .	Electrical asset checks; digital work record standard
4	Redgate Maintenance Group	Acquired Hillside Plumbing in June 2026, adding about 90 field staff ¹⁹ .	Bringing two crews onto one schedule
5	Panel bidders (Hunter and Coast)	Contractors bidding the panel refresh, closing 11 September 2026 ¹⁰ .	Already on the Alliance software list
6	AssetGrid customers	AssetGrid partner marketplace opens 1 October 2026 ¹¹ .	Connector released June 2026

What a first seat has to earn

Illustrative only. Every input is an assumption to replace with Tallis's own numbers on Monday.

Input	Assumption	Basis
First new-business seat base salary	\$105,000	NSW software account executive range \$90,000 to \$130,000 ²⁰
Super (12%), variable pay at target, tools and travel	\$29,000	Assumption
Fully loaded cost, one year	about \$134,000	Sum of the above
First-year value of a new client	\$24,000	Plans from \$1,500 a month for up to 100 field staff; larger crews quoted ⁹
Gross margin on delivery	80%	Assumption for software; confirm with Priya
New clients needed to cover the seat	7 a year	$\$134,000 \div (\$24,000 \times 80\%) = 7.0$

The catch is timing. A new seat needs months to build a pipeline, and contractors buy around contract starts, so seven new customers in the first year is ambitious when the whole business won about six last year. The seat also needs a written target list and a demonstration Marcus can hand over.

Four ways to start

Option	For	Against	What must be true
Hire an account executive	Full-time focus; owns the list and the follow-up	About \$134,000 a year before a win; the founder still trains them	A written target list and a demonstration someone else can run
Hire an SDR	Lower cost; books meetings for Priya	Priya still closes every deal; limited by her hours	Protected closing time each week and a clear meeting standard
Outsourced appointment setting	Meetings without a hire; quick to start	Weaker on compliance buyers; the 2025 result is unknown	A sharp story by contract type and a named owner in Tallis
Founder-led program with support	Lowest cash cost; uses Priya's credibility and the dated events	Limited by founder time; hard to keep going	Protected hours, research support and a simple weekly routine for keeping records

Our starting hypothesis, to test on Monday: run a founder-led program with support for 90 days against the four dated events and the named contractors, then decide on a first seat using evidence rather than hope.

Questions for Monday

1. Of your 23 customers, where did each start: you, the panel, AssetGrid, outbound or a referral?
2. What did the 2025 outbound trial produce, and what would you do differently?
3. Which contractors win most often, by field-staff size and contract type?
4. What is a typical first-year value and gross margin for a new customer?
5. Is there a budget for a first new-business seat this financial year, and what type of seat?
6. How many hours a week can you give to new business, and for how long?
7. Who keeps customer and deal records today, and who answers a demonstration request?

Next step: Greenfield Inside-Out Verification

A recorded working session with Priya and Marcus, prepared with the Founder Pre-Work. It checks this brief against Tallis's own numbers and produces a capacity-dated Verified Plan: who does what, from when, within the hours actually available. The first build work would cover target market and buyers, then the first seat, adding the revenue plan once the seat type is decided. **Fee: AUD 5,000 plus GST, fixed, invoiced when the Verified Plan is released.**

Sources

All sources read on 17 August 2026. Public information only.

1. Tallis: Home <https://tallis.example/>
2. Tallis: Customers <https://tallis.example/customers>
3. Priya Kaur on LinkedIn: four years of Tallis <https://linkedin.example/posts/priya-kaur-tallis-four-years>
4. Tallis: Book a demonstration <https://tallis.example/demo>
5. Tallis: Careers <https://tallis.example/careers>
6. AssetGrid: Partner directory, Tallis Field Software <https://assetgrid.example/partners/tallis>
7. Hunter and Coast Councils Alliance: approved software suppliers <https://hcca.example/suppliers/software>
8. Software reviews: Tallis Field Software <https://reviews.example/tallis-field-software>
9. Tallis: Pricing <https://tallis.example/pricing>
10. Hunter and Coast Councils Alliance: maintenance contractor panel refresh <https://hcca.example/tenders/maintenance-panel-2026>
11. AssetGrid: Partner marketplace launch, 1 October 2026 <https://assetgrid.example/news/partner-marketplace>
12. Marcus Jensen on LinkedIn: AssetGrid connector release <https://linkedin.example/posts/marcus-jensen-assetgrid-connector>
13. Field Assets Expo 2026, Sydney, 14 and 15 October <https://fieldassetsexpo.example/2026>
14. Utility Contractors Safety Council: digital work record standard, effective 1 November 2026 <https://ucsc.example/standards/digital-work-records>
15. Tallis: About <https://tallis.example/about>
16. Rivergum Water: maintenance services contract award, July 2026 <https://rivergumwater.example/news/maintenance-award-2026>
17. Ironbark Civil: job listing, compliance coordinator <https://jobs.example/ironbark-civil/compliance-coordinator>
18. Coastline Electrical Services: new council lighting contracts <https://coastline-electrical.example/news/council-lighting>
19. Redgate Maintenance Group: acquisition of Hillside Plumbing <https://redgate-mg.example/news/hillside>
20. Salary guide 2026: software account executive, NSW <https://salaries.example/software-account-executive-nsw-2026>

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.

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