



SAGENTIX
Advisors

Revenue Architecture — Service Brochure

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Revenue Architecture — Service Brochure

Tier 2: \$25,000-\$30,000 | Phases 1-6 | 4-5 Weeks

Sagentix Advisors | Secure Growth, Simplified.

1.0 The Answer: A Complete Commercial Model, Not Just a Strategy Document

GTM Foundation tells you who your market is, why buyers choose you, and what to say. Revenue Architecture tells you how to sell, what to charge, and how to present it. This is the tier that transforms strategy into a revenue engine — the complete commercial model that turns research into pipeline.

2.0 What Revenue Architecture Adds to Foundation

Revenue Architecture includes everything in GTM Foundation (Phases 1-3) plus three phases that complete your commercial infrastructure:

2.1 Phase 4 — Pitch Deck

A modular, presentation-ready pitch deck with audience-specific configurations.

Deliverables:

- 14-slide branded pitch deck (investor, partner, and client modules)
- Slide-level speaker notes (1-2 minutes per slide, written as readable paragraphs)
- Audience configuration guide: which slides for investor meetings vs. sales calls vs. partner pitches
- Data visualization: native charts, stat callouts, competitive comparison slides
- Storyboard with narrative arc (situation → analysis → recommendations)

2.2 Phase 5 — Sales Process

A complete sales playbook that enables your team to sell consistently and predictably.

Deliverables:

- 5-stage pipeline definition with win probability and exit criteria
- MEDDPICC qualification scorecard (Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Pain, Champion, Competition)
- SPIN discovery scripts per buyer vertical (Situation, Problem, Implication, Need-Payoff)
- Objection handling matrix with evidence-backed responses
- Sales enablement calendar: content, events, and touchpoints per pipeline stage
- CRM stage mapping and handoff protocols

2.3 Phase 6 — Pricing Strategy

A research-backed pricing model calibrated to your market's willingness to pay.

Deliverables:

- 4-tier pricing model with feature mapping, target segments, and positioning rationale
 - TCO (Total Cost of Ownership) comparison: your solution vs. alternatives
 - Willingness-to-pay analysis grounded in competitive data and leading industry analysts industry margins
 - Discount governance framework: who can approve what, maximum discount thresholds
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- Pricing communication guide: how to present pricing in sales conversations
- PoC/pilot terms and conversion triggers

3.0 Complete Deliverable List (Phases 1-6)

Phase	Primary Deliverable	PDF	DOCX	PPTX	Brief
1 — Market Intelligence	Research report (30+ pages, 50+ citations)	Yes	Yes	Yes	Yes
2 — Value Proposition	VP stack, JTBD, differentiators, strategy canvas	Yes	Yes	Yes	Yes
3 — Messaging	18 messages, battlecards, discovery questions	Yes	Yes	Yes	Yes
4 — Pitch Deck	14-slide modular deck with speaker notes	—	—	Yes	Yes
5 — Sales Process	Pipeline, MEDDPICC, SPIN scripts, objection matrix	Yes	Yes	Yes	Yes
6 — Pricing	4-tier model, TCO, discount governance	Yes	Yes	Yes	Yes

Total: 24+ professional deliverables across 6 phases — every document branded, cited, and quality-audited.

4.0 Who Revenue Architecture Is For

CEO/CTO at Series A-B companies who need the complete commercial model — not just strategy slides, but the sales process, pricing, and pitch materials that make strategy actionable.

The Upgrade Decision: If you purchased GTM Foundation and found yourself asking "But how do I price this?" or "What does my sales team actually say in meetings?" — that is the signal. Foundation gives you the strategy. Revenue Architecture gives you the machine.

Need	Foundation (\$12K-\$15K)	Revenue Architecture (\$25K-\$30K)
Know your market	Yes	Yes
Know your positioning	Yes	Yes
Know your messaging	Yes	Yes
Have a pitch deck	No	Yes — 14-slide modular deck
Have a sales playbook	No	Yes — 5-stage pipeline + scripts
Have a pricing model	No	Yes — 4-tier with TCO + governance
Board-ready package	Partial	Complete



5.0 Why Not Just Add Phases Individually?

Revenue Architecture is priced as a package because the phases are designed to compound. Your market sizing (Phase 1) informs your value proposition (Phase 2), which shapes your messaging (Phase 3), which structures your pitch deck (Phase 4), which feeds your sales scripts (Phase 5), which validates your pricing (Phase 6). Buying phases individually breaks the integration — and integration is the entire point.

The package saves \$3,000-\$5,000 versus purchasing phases individually and ensures cross-phase consistency that standalone deliverables cannot achieve.

6.0 Timeline: 4-5 Weeks

Week	Phases	Key Milestones
Week 1	Phase 1 (Market Intelligence)	TAM/SAM/SOM delivered, competitive landscape mapped
Week 2	Phase 2 (Value Proposition)	JTBD coded, differentiators documented, strategy canvas
Week 3	Phase 3 (Messaging) + Phase 4 (Pitch Deck)	Message architecture + modular pitch deck
Week 4	Phase 5 (Sales Process)	Pipeline, MEDDPICC, SPIN scripts
Week 5	Phase 6 (Pricing) + QA	Pricing model + full cross-phase quality audit

Your time commitment: 10-12 hours total across 5 weeks (review cycles + feedback).

7.0 Sample Deliverables

Every Revenue Architecture engagement produces:

- **Market Intelligence PDF** — 30+ pages, research-backed, APA-cited
- **Value Proposition Stack** — 15 JTBD, 12 differentiators, strategy canvas
- **Messaging Architecture** — 18 messages, 3 vertical playbooks, battlecards
- **Pitch Deck PPTX** — 14 slides, speaker notes, audience modules
- **Sales Playbook** — 5-stage pipeline, qualification scorecards, discovery scripts
- **Pricing Strategy** — 4-tier model, TCO comparison, discount governance
- **6 Executive Briefs** — 2-4 page McKinsey "In Brief" summaries per phase
- **6 Executive PPTXs** — 10-slide presentations per phase with speaker notes

8.0 Getting Started

Option A — Start with Phase 1 PoC (\$4,000-\$5,000): Zero risk. Money-back guarantee. 100% credited toward Revenue Architecture within 30 days.

Option B — Commit to Revenue Architecture (\$25,000-\$30,000): 4-5 weeks to a complete commercial model. Fixed fee, no scope creep.

Book your strategy diagnostic — 30 minutes to determine if Foundation or Revenue Architecture is the right fit.

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