



SAGENTIX
Advisors

Management Consulting — Vertical Overview

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CONFIDENTIAL



Management Consulting Vertical — One-Pager

Your Best Consultant's Best Day — Every Day, Every Engagement

Sagentix Advisors | Secure Growth, Simplified.

1.0 The Problem: Consulting Firms Cannot Systematize Their Best Work

Your top consultant delivers exceptional client work. The next one delivers something different. Quality is talent-dependent, not methodology-dependent. And when it comes to your own firm's GTM strategy, you face the same binary your clients do: spend estimated \$250K+ based on published engagement minimums at a Big 4 firm (12-16 weeks), or cobble it together between client engagements.

The US management consulting market is \$470B with over 5 million firms. No single firm holds more than 1% market share (leading industry analysts, 2025). In a market this fragmented, the firms that systematize win. The firms that improvise plateau.

2.0 Who This Is For

Ideal Client Profile: Management consulting firms and boutique advisory practices with \$500K-\$50M revenue, seeking to professionalize their own go-to-market strategy with research-grade deliverables, CMC-certified, evidence-traced. If your firm has an NRC IRAP MAS allocation approved by your ITA, Phase 1 can be delivered within that scope — but commercial tiers are equally available.

Buyer: Managing Partner, Practice Lead, or Chief Growth Officer.

Triggers: New practice area launch, competitive displacement by larger firms, partner retreat approaching, stalled pipeline growth.

3.0 Five Jobs Your Firm Needs Done

JTBD Code	The Job	Type
MC-J1	When I am launching a new practice area, help me quantify the addressable market with research-backed evidence so I can justify the investment to my partners	Functional
MC-J2	When I am competing for a client engagement, help me develop differentiated positioning that proves I am not "just another consultant"	Functional
MC-J3	When I have no bandwidth for deep research, help me produce research-grade deliverables in weeks instead of months	Functional
MC-J4	When I fear being outpositioned by larger firms, help me feel confident that my GTM strategy is as rigorous as McKinsey's	Emotional
MC-J5	When I present to sophisticated clients, help me demonstrate thought leadership with cited, evidence-backed materials	Social



4.0 Why Sagentix for Consulting Firms

4.1 D1 — 727+ IP Artifact Library

Every engagement draws from 727+ curated consulting IP artifacts: 54 proprietary frameworks, 136 peer-reviewed research briefs (HBR, MIT Sloan, IMM), 66 industry reports, regulatory data, and competitive intelligence, 16 foundational strategy books (Osterwalder, Christensen, Kahneman, Porter), and 194 evidence tables with page-level provenance. This is not a consultant working from a blank page. It is a methodology backed by the same academic rigor you expect from McKinsey, BCG, and Bain.

4.2 D3 — Evidence Discipline (APA 7th)

Every major claim in every deliverable is cited with APA 7th edition in-text citations and page-level provenance. 194 evidence tables link claims to source material. Your clients — and your partners — can verify every number. This is the difference between "I think the market is \$470B" and "leading industry analysts Report 54111, §4.1, reports \$470B revenue for US management consulting in 2025."

4.3 D2 — Credential Convergence

CMC | CISSP | P.Eng. | 25+ Years — bridging technology, security, engineering, and strategy. Full credentials: uOttawa Telfer Executive MBA ranked #1 in the world | CMC | CISSP | P.Eng. | 25+ Years. The only identified advisor in the "High Rigor + Fast Delivery" quadrant — AI-Automated Consulting Delivery. Your firm gets a GTM partner who speaks your clients' language because he has been in their seat.

5.0 The Lead Justifier: J1 — The Evidence Gap

Most consulting firms build their own GTM strategy the way their worst clients do: opinions, gut instinct, and a weekend with PowerPoint. The evidence gap is the distance between what you deliver to clients and what you accept for your own firm.

Sagentix closes that gap. Every deliverable you receive for your own firm meets the same standard you would demand for a Fortune 500 client engagement.



6.0 Before and After

Dimension	Before Sagentix	After Sagentix
Market sizing	"We think our TAM is large"	TAM/SAM/SOM quantified from 66 industry reports, regulatory data, and competitive intelligence with page references
Competitive positioning	"We're different because we're better"	12 documented differentiators with evidence-backed claims
Messaging	Varies by partner, changes by meeting	18 structured messages, 3 vertical playbooks, discovery scripts
Pitch materials	Last updated 18 months ago	Modular deck with audience-specific configurations
Sales process	Relationship-driven, undocumented	7-stage pipeline, hybrid SPIN/MEDDPIC qualification (24/36 min), discovery scripts
Evidence standard	Internal knowledge, no citations	APA 7th citations, 194 evidence tables, page-level provenance
Time to produce	6-12 months (if ever completed)	2-8 weeks depending on tier

7.0 Recommended Entry Point

GTM Foundation — \$12,000-\$15,000 (Phases 1-3, 2-3 weeks)

- Phase 1: Market Intelligence (TAM/SAM/SOM, competitive landscape, 66 industry reports, regulatory data, and competitive intelligence)
- Phase 2: Value Proposition Design (JTBD mapping, 12 differentiators, strategy canvas)
- Phase 3: Messaging Architecture (18 messages, battlecards, vertical playbooks)

Recommended Tier: Revenue Architecture — \$25,000-\$30,000 (Phases 1-6, 4-5 weeks)

Adds pitch deck, sales process, and pricing strategy. For consulting firms competing against Big 4 incumbents, having a complete commercial model — not just strategy documents — is the difference between winning and presenting.

8.0 Start with Zero Risk

Phase 1 Proof-of-Concept: \$4,000-\$5,000 with money-back guarantee (subject to engagement terms). Compare our Phase 1 Market Intelligence deliverable to anything your firm can produce internally. If it does not exceed your standard — full refund, no questions asked.

See a Sample Evidence-Cited Deliverable — request a redacted Phase 1 excerpt showing multi-source market intelligence integration, APA citations, and research-grade formatting.

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