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Acme Corp: market insight report

Go-to-market as a service · prepared for the Acme Corp team

SAMPLE DOCUMENT · EVERY FIGURE AND QUOTATION BELOW IS ILLUSTRATIVE

PLEASE READ FIRST

This is a demonstration, not a real report

It shows the **structure and depth** of the insight reporting we produce for clients each month. **Acme Corp does not exist**, and neither do the companies, people, figures or quotations below - the account names used here are the long-established placeholder names kept precisely so nobody mistakes them for real businesses. Nothing on this page describes a real organisation or a real research finding.

In a live engagement every number is drawn from our CRM and from transcripts of our own outbound conversations, and every quotation is something a real prospect said. Those reports are confidential to the client and are never shared.

30	3,000	150	4
MEETINGS BOOKED · ALL SOURCES	DECISION-MAKERS REACHED	ACTIVE LEADS	VERTICALS IN PLAY

POSITIVE SNAPSHOT

Where the account stands

- 30 meetings booked for Acme Corp, with around 40% generated through outbound activity.
- 3,000 decision-makers reached across four target verticals.
- 150 active leads in play, with a further 180 prospects in nurture.
- Around 80% of prospects who expressed a clear view responded positively to the proposition.
- A new vertical opened this period, adding roughly 1,000 accounts to the addressable market.
- Clear demand identified across every priority vertical.

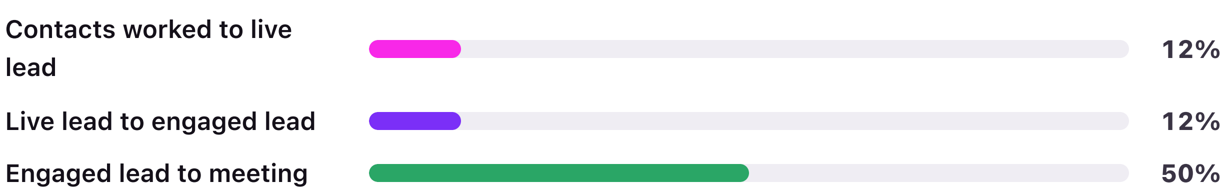
WHAT THIS IS

Purpose

Every month we report back not just on activity, but on **what the market is telling us**: who really owns the buying decision, what prospects run today, which objections recur, and how the proposition is landing. It is drawn from our own conversations rather than from desk research, which is why it says things a market report cannot.

PIPELINE

Conversion through the funnel



Read step to step: of the contacts worked, 12% became a live lead; of those, 12% went on to an engaged conversation; and of those, half converted into a booked meeting. Contacts with dead or wrong numbers are excluded, since they were never workable.

OUTCOMES

Meetings booked, status and result

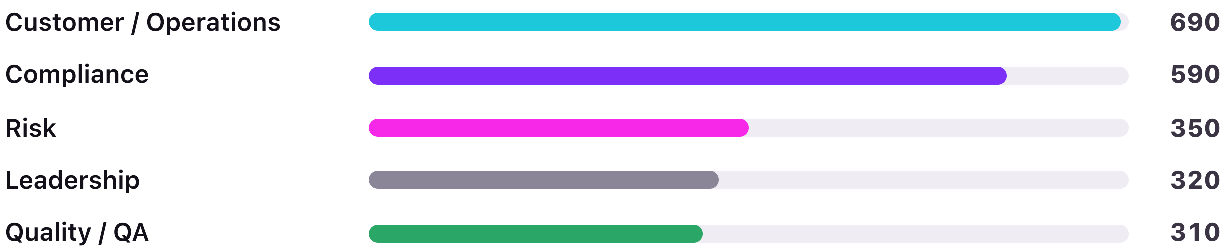
ACCOUNT	VERTICAL	ROLE	STATUS
Contoso	Vertical one	Head of Operations	Attended
Globex	Vertical one	Chief Risk Officer	Attended
Fabrikam	Vertical two	Head of Quality Assurance	Attended
Initech	Vertical two	Operations Director	Upcoming
Litware	Vertical three	Compliance Manager	Upcoming
Northwind	Vertical four	Managing Director	Awaiting reschedule

In a live report this table names the real account, the person and their job title, so the client can see exactly who has been reached and what happened. Placeholder names here.

WHO WE ARE REACHING

The buyer map

Which function actually owns the decision, measured across everyone reached rather than assumed from the org chart. In this example the operational owner is reached most often, but the second-line functions are close behind.



And it differs by vertical

VERTICAL	WHO OWNS IT	WHAT THAT TELLS US
Vertical one	Risk, then Compliance	a formal second line owns it; aim at risk and compliance leaders.
Vertical two	Compliance, then Operations	compliance-owned; lead with regulatory coverage.
Vertical three	Operations, then Compliance	operations-led; the pain sits in the contact centre, not a risk title.
Vertical four	Leadership	no dedicated second line; the decision sits with senior generalists.

WHAT PEOPLE ARE SAYING

Challenges and current setups

Taken from transcripts of our own outbound conversations, counting **the prospect's words only**. The rep's side is excluded, because our own pitch mentions the same terms and would otherwise be counted back as market evidence.

What they use today (share of those who described their setup)

Manual / spreadsheet	45%
In-house build	45%
A named vendor tool	25%

Objections heard (share of all objections raised)

"Already sorted"	39%
Price / budget	29%
Timing	13%
Trust / proof	13%
Integration	6%

Read: in this example most of the market runs either a manual process or something built in-house, and named vendor products are well behind both. That reframes the sale: the competitor is a build, not a rival supplier.

MARKET INSIGHTS

What this market is telling us

1. The language the market actually uses

We measure which themes prospects raise *unprompted*, which is often not the theme the client leads with. In this example the market talks about technology far more than it talks about regulation - a finding that changes the opening line of every call.

2. What the status quo really is

Where any process exists it is usually partial. Illustrative of the kind of thing we hear: *"it is a random sample, a percentage of cases, not everything."* Occasionally a prospect states the client's own argument back unprompted - those are the buyers who need a demonstration, not an education.

3. Whether the category is crowded

We track how often prospects say they have been approached about this before. Little or no vendor fatigue means the market is unclaimed rather than contested: harder to explain, easier to win.

4. What is coming that the client can use

We pair what we hear with the regulatory and market calendar, because an external deadline supplies urgency that a cold conversation cannot generate on its own. Where a deadline exists, we say which vertical it lands on and how to lead with it.

READ-OUT

What this tells us and what we would change

- **Where demand is strongest**, measured by conversion rather than by opinion.
- **Who to aim at**, based on which function actually converts rather than which has the most senior title.
- **What to lead with**, based on the language prospects use themselves.
- **Which vertical to open next**, with the evidence behind the recommendation and an honest note on what we would not do.
- **What we are changing on our side**, so the client can hold us to it.