

Q1 GTM Architecture: The "Signal Engine"

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The Objective

Transition from "Manual Verification" to "Automated Signal" ahead of the March data influx (5,000+ leads from the Metrics sponsorship).

Phase 1: The Ingestion Engine (Weeks 1-4)

Focus: Preparation for the 5,000 "Metrics" Sponsorship Leads.

The Challenge: We expect ~5,000 high-quality leads in early March. Manual triage by one seller is impossible; we need to surface the "Needle in the Haystack" instantly.

The Solution (My "Mad Scientist" Protocol):

- **Enrichment Swarm:** Deploy the Python agent (demoed in our interview) to scan the 5,000 domains immediately upon receipt.
 - **The "Tech Stack" Filter:** Score every lead based on their current stack. Do they use Coupa, Netsuite, Brex, or Ramp? (High intent signals for BRM integration).
 - **Output:** Isolate the "Top 100" High-Probability Accounts for the CEO/Seller to work personally, while putting the remaining 4,900 into an automated nurture loop.
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Phase 2: THE "Watering Hole" Strategy (Weeks 5-8)

Focus: Maximizing ROI on Finance Dinners & SIG/ProcureCon Events.

The Thesis: Procurement is a relationship game. We need to be where they drink, but we need to arrive armed with data.

Execution:

- **Event Recon:** For SIG and ProcureCon, we don't just attend; we scrape attendee lists pre-event to identify "Vendor Managers" at Target Accounts (e.g., TD Ameritrade, Amazon) and pre-book "consultative audits" before we even arrive.
- **The Dinner Narrative:** Frame the conversation around Risk/Compliance (SOC 2, DPAs) rather than just "savings."

The strategy is to use data-driven pre-event targeting to secure high-value meetings.

<u>Event Type</u>	<u>Pre-Event Action</u>	<u>Location Example</u>
SIG/ProcureCon	Attendee List Scraping & Targeting	Virtual/Location
Finance Dinners	Data-Armed Risk/Compliance Narrative	Virtual/Location

Phase 3: The Content Loop (Weeks 9-12)

Focus: Transforming "Guide" Downloads into Qualified Conversations.

The Upgrade: Automate the post-download sequence based on the user's role.

<u>User Role</u>	<u>Automated Content Focus</u>	<u>Key Document Link</u>
IT/Security	"Read-Only" contract ingestion and safety protocols	Not yet
Finance	"Contracted vs. Actual" payment reconciliation	Not yet

We will schedule a review of the automation setup on Jan 28, 2026.

Summary

We are not just hiring a marketer; we are engineering a system that manufactures leads. I am ready to build the machine that processes the March influx.