

# Swift Checkin

GTM Diagnostic - Sachee

# Agenda

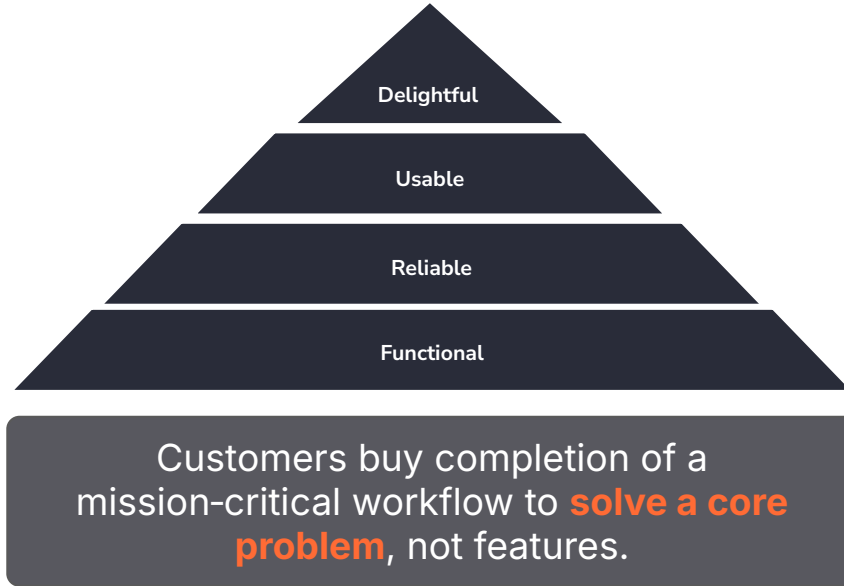
- Product Market Fit
- Current Situation
- Diagnostic/Audit
- Root Causes
- Recommendations
- Next Steps (SSC)



# Product Market Fit

*"The process in which you have found a group of customers and a market that reacts positively to the product. **You solve a problem and you get paid for it**".*

Steve Blank



Traction

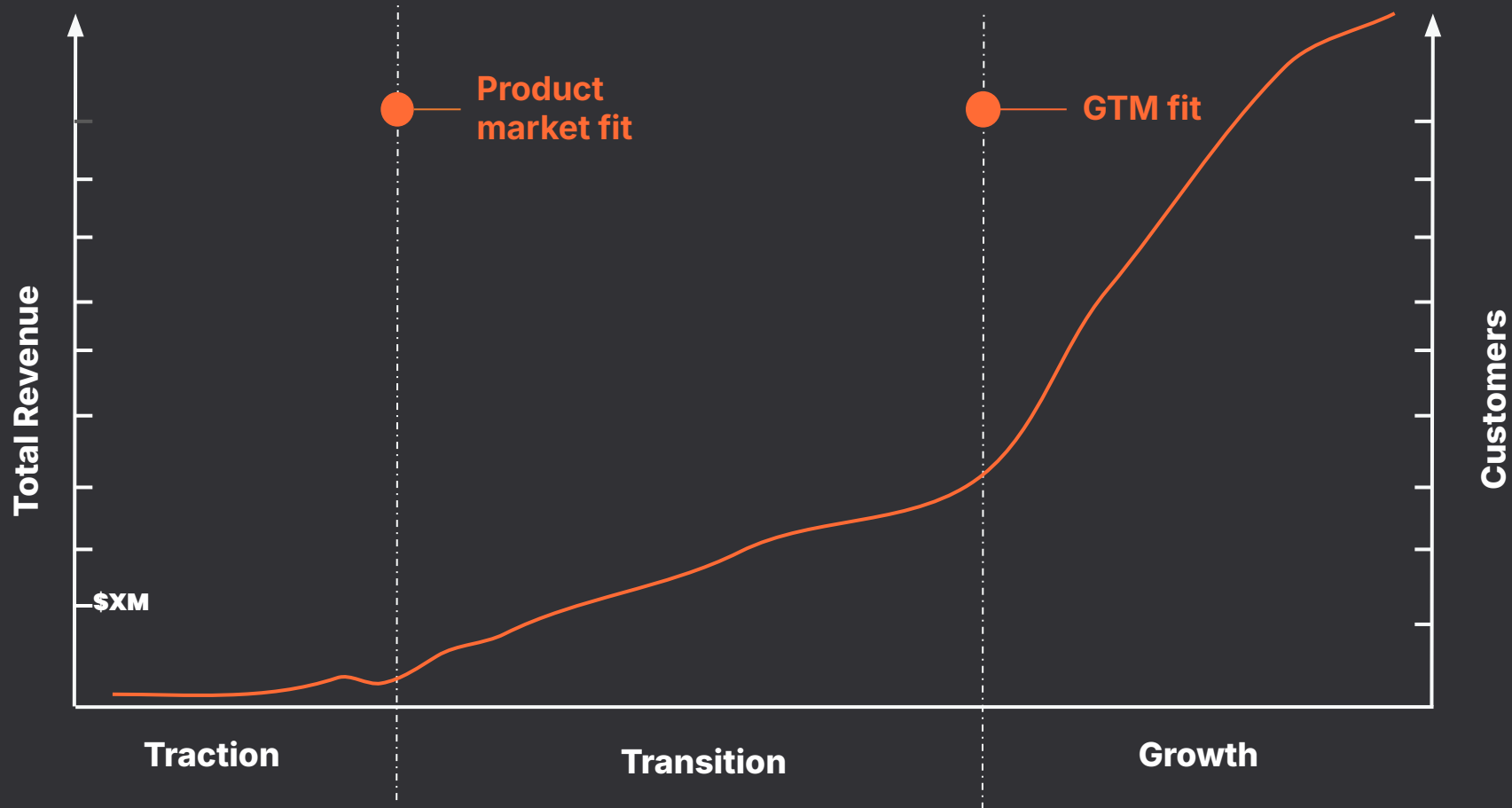
Transition

Growth

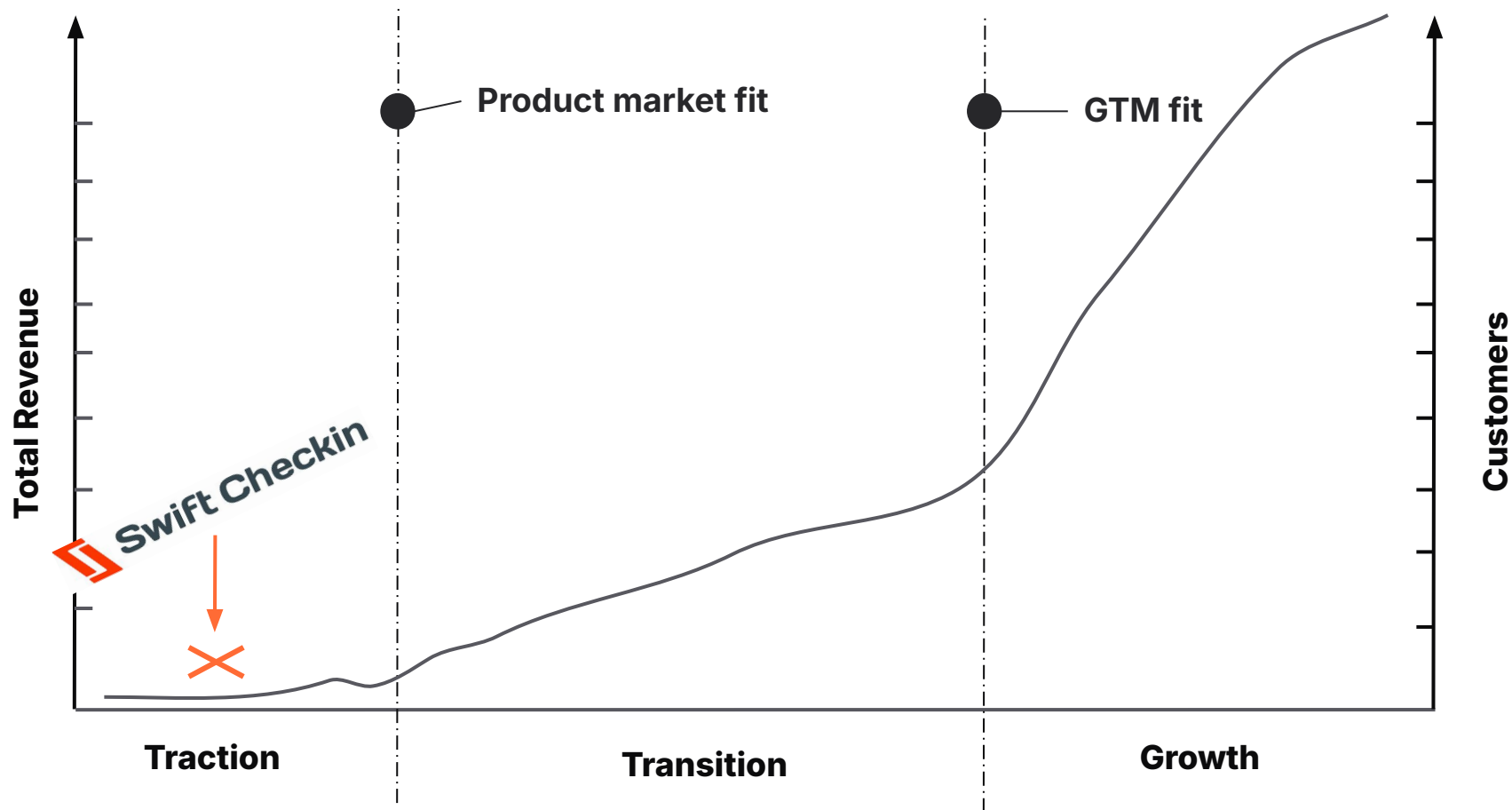
Discovery of  
Product Market fit

Discovery of  
Go to Market Fit








Scaling  
Operations and  
Expanding



**Where is  Swift Checkin ?**





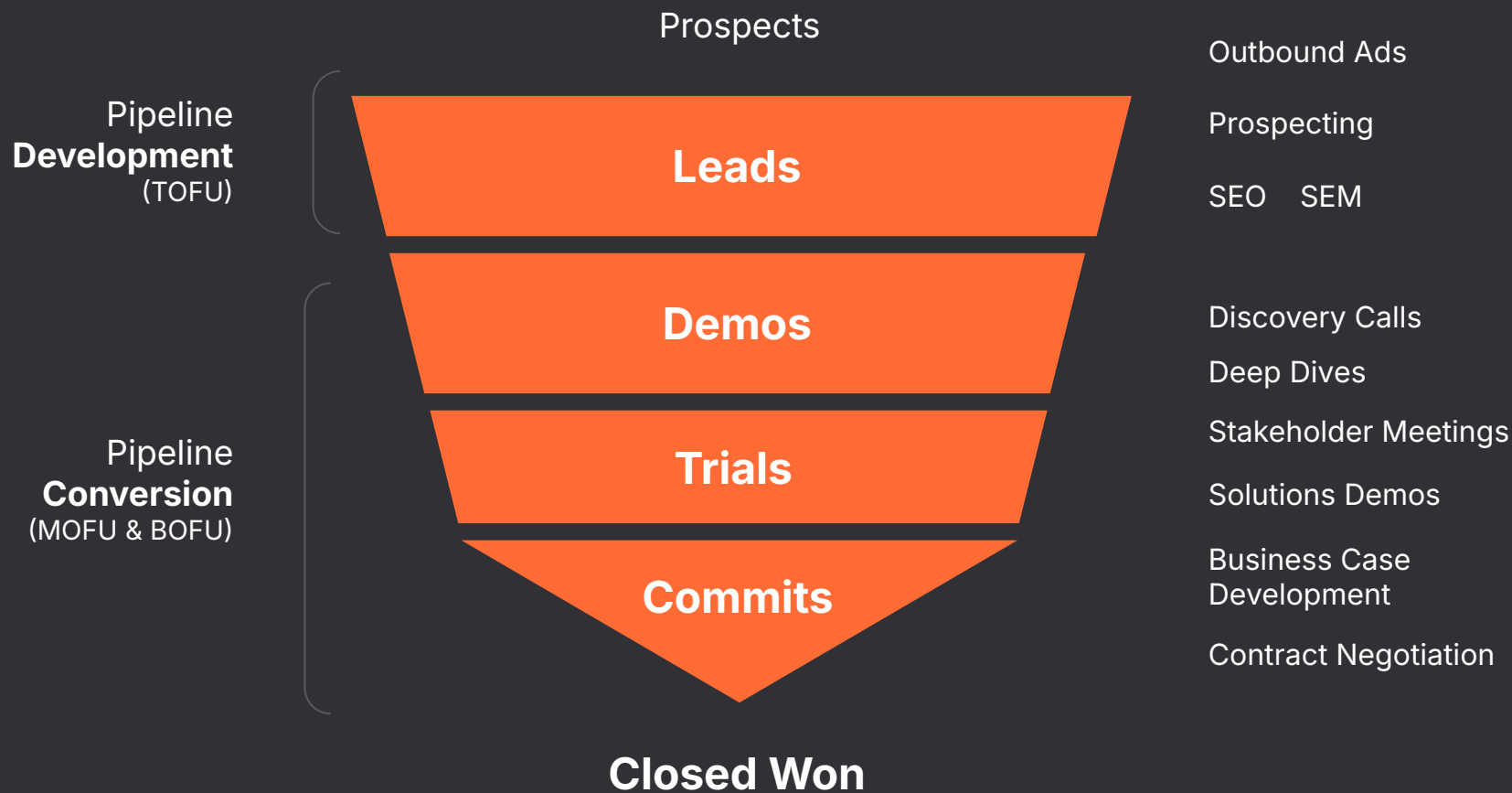
Function	Relevant Criteria	Status	Comments
Sales	Demos Booked and Deals Signed		Outbounding is structurally flawed and inefficient. Generic scripts, long emails, unstructured demos and
Marketing	Enquiries Generated		Experimentation via ads and investment into SEO/content (CTR<.05%) but is currently pure cash burn. Bloated tech stack
Product	Must-have features vs ICP needs		Wide but shallow feature set with All-in-one for broadmarket in a saturated space
Revops	Data and process integrity		bloated tech stack, without processes and not integrated
Finance	Monthly burn 20-25 k – no revenue		Premature Scaling of GTM
Engineering	Tech stack agility		Fast build capacity, but reactive features
People	Culture and Capability		Smart people, all passionate about the business. And keen to learn, iterate, and grow.

\*Implementations, Support, Account management, i.e Customer success not particularly important for now

# Diving into the WHY

But first...

# The Funnel



# Sales Audit



# Pipeline **Generation**

Despite significant effort, outreach fails to generate meaningful meetings.

Even when we reach the right person, our message isn't compelling enough to secure a demo.

Dials	Connect Rate	DM reached	Meetings Booked
592	35%	99	0

! Over 80% of prospects receive only a **1 call** attempt.

! 99 conversations with owners, directors, and managers resulted in **0 meetings**.

Area	What We're Currently Doing	Reaction	The Result
<b>Lack of orchestration outreach and followup</b>	The SDR calls are happening in a vacuum via calls only and there is no structured follow up.	Prospects have no prior context or brand awareness. The call is a completely cold interruption with no familiarity.	The SDR has to do all the heavy lifting of building trust and educating the prospect from a standing start, making an already difficult job nearly impossible.
<b>Leading with features, not problems</b>	Starting the call with a feature dump: <i>"Hi, I'm from Swift Check-in, we do automated timesheets and scheduling..."</i>	Positions us as a generic software commodity. The prospect immediately thinks, "I already have that," and tunes out.	We invite immediate objections and fail to create any curiosity or establish value.
<b>Ineffective objection handling</b>	When a prospect says, <i>"We already use Simpro,"</i> our SDR struggles to differentiate or offer a compelling reason to look at an alternative.	The prospect's belief that they don't need us is reinforced. They feel justified in ending the call.	The conversation stalls, and the SDR has no clear path forward.
<b>Creating mistrust from start</b>	Starting every call with an automated <i>"This call will be recorded..."</i> message and using an SDR with a thick overseas accent.	The call feels impersonal, untrustworthy, and immediately puts the prospect on the defensive. It breaks rapport before it can be built.	We create a barrier to genuine conversation, making it much harder to connect with the Australian tradie market.
<b>Asking for the demo too soon</b>	Pushing for a demo without first understanding the prospect's needs or building any interest in our solution.	The request feels like a waste of their time. They see no value in the demo because we haven't shown them a problem we can solve.	A quick "no" and a missed opportunity to have a meaningful discovery conversation.

When we **do** send emails they lacks clarity but also is extremely lengths.

Not fit for outbound

Hi Tristan,

I came across Panther Protective Coatings while researching established coating specialists in Perth - 25+ years as Perth's most trusted safety flooring specialists is impressive. I Working across commercial kitchens, mining facilities, and industrial warehouses, I imagine tracking accurate hours and managing crew schedules across these different environments gets tricky, especially when each project has different rates and requirements.

**Quick question - are you still using manual timesheets, or have you found a system that works well for tracking your crews across multiple active projects?**

I work with Swift Checkin, and we've helped several established coating specialists move away from paper timesheets and scheduling headaches without disrupting their proven processes.

**What we typically help with:**

- Automatic timesheet generation from simple QR code check-ins
- Schedule management across different project types and rates
- Real-time crew location tracking (know who's where, when)
- Compliance documentation that feeds directly into payroll

Since you're juggling different project types with varying safety requirements and likely different billing rates, having automated timesheets that capture everything accurately could save significant admin time. I also happen to have quick word with **Mary** other day and she mentioned you probably have something in place.

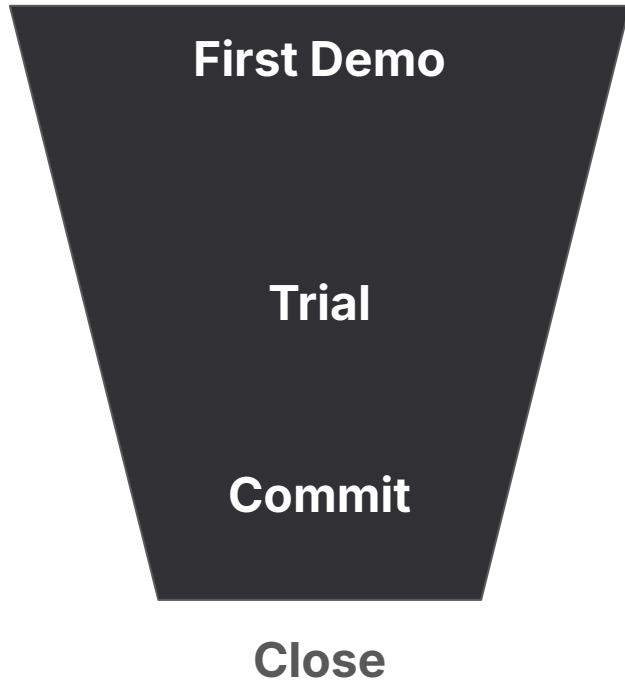
Would you be open to a brief 10-minute call this week? I'd love to understand your current timesheet process and see if there's a simple way to eliminate the paperwork.

Cheers,

Antony Belkovich



# Pipeline **Conversion**



Across all reviewed demos, a clear pattern emerges: we consistently fail to control the conversation, diagnose the core financial pain, and tailor our demo to solve that specific pain.

This turns our sales calls into passive product tours, leaving prospects impressed but not compelled to progress to next steps

While mapped out in Hubspot under Deals, there is no defined sales process

Tactic	What We're Currently Doing	Reaction	Result
Call Opening	Start with small talk, then ask broad, open-ended questions like "tell me about your business."	The prospect gives a long, unfocused answer. We lose control of the call from the start.	No Agenda, No Control
Discovery Phase	We are asking disjointed closed engaged questions and not getting chance to uncover pain. No flow.	The true, underlying financial pain is never uncovered. The demo isn't tailored to their real needs.	No Business Case (ROI)
The Demo	Give a "grand tour" of the entire platform, showcasing every feature and module.	Becomes confused, overwhelmed, or bored by irrelevant features.	Diluted Value Proposition
Handling Objections	When they say they have other systems (Fergus, Procore, Hammertech), we don't have a strong, differentiated response.	Assumes we are just another "me-too" product with no unique advantage.	Perceived as a Commodity
The Close	End the call with a passive "we can set you up with a trial, let us know."	Feels no urgency or compelling reason to prioritize the next step.	Deal Stalls, No Momentum

## Summary

# Marketing Audit

# Website Traffic

While the website UI and design is fantastic the, it is currently a blackbox of unknown intent.

Our biggest problem is that we can't distinguish real prospects from noise.

Making strategic decisions based on this ambiguous traffic is not impactful.

**Top Traffic Sources & Engagement**

Session Source / Medium	Page They Land On	Sessions	Avg. Engagement Time
(direct) / (none)	/ (Homepage)	422	48.6 seconds
google / organic	/ (Homepage)	390	12.6 seconds
(direct) / (none)	/features	158	59.8 seconds
google / cpc	/features	91	15 min 49 sec
linkedin.com / referral	/swift-checkin-vs-simpro	15	3 min 25 sec

Total Session: 4228 sessions

# Reddit Ads

We are spending money on hyper-specific, solution-first ads targeting a broad audience that isn't ready to hear it, resulting in near-instantaneous bounces and wasted spend.

## Top Traffic & Engagement

Page They Land On	Sessions	Avg. Engagement
/timesheets-lp	148	0.2 seconds
/scheduling-lp	129	0.5 seconds
/scheduling-allocation-lp	39	0.9 seconds
/timesheets-admin-chaos-lp	52	1.1 seconds

Over 1,000 sessions

# SEO Performance

There is a lot of investment on the content however this is a highly competitive space with lots more budgets from others.

We get thousands of impressions here, but because we rank so poorly—often on page 5 or 6—we get zero clicks. This traffic is irrelevant to us right now.

We are effectively invisible

**Top Traffic Sources & Engagement**

Search Query	Impressions	Clicks	Position
Contractor Management Software	2161	0	46
Contractor Management Software Australia	1386	1	14
Subcontractor Management Software Australia	535	0	16
Contractor management App	432	0	60
Contractor software	400	0	21

## Summary



Revops

# Quick Summary

The tech stack is bloated + distracting.

- Hubspot needs to be setup to suit both outbounding via SDR + Sales process
- Dialpad needs to be integrated or be replaced with hubspot's calling feature
- Fireflies needs to be integrated to hubspot
- Refactor of sales techstack is required to remove distractions (intent tools etc)



# Root Causes

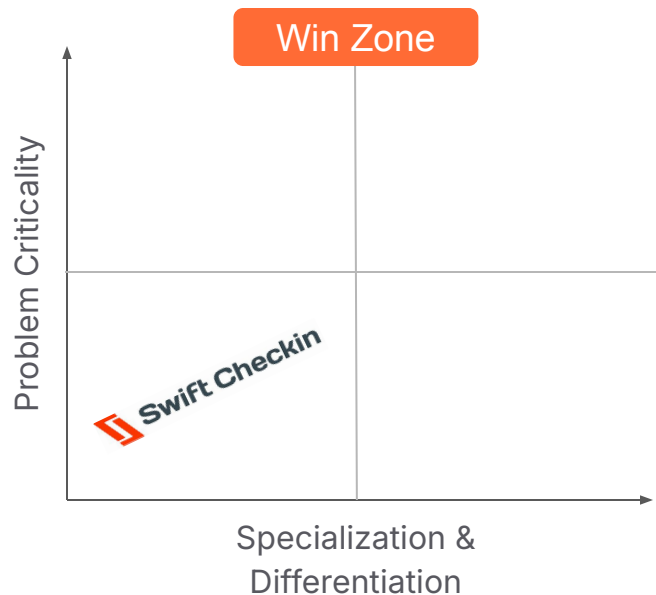
# Solution in Search of a Problem

We built features. The market asks “why should i care”

1. No specific ICP = no mission critical pain to own
2. Generic positioning = nobody hears themselves in messaging
3. inefficient sales execution = No discovery

**Broad Tool**  
No Burning Problem

**Low intent**  
Low engagement



# Reccomendations

## Hyper Focus on 2 sub categories

Electrical Contractors  
And 1 more

Understand their world  
and their operating  
structures in depth

## Move from "all in one" to "best at these"

Select Key use cases and  
workflows to OWN

Develop messaging and  
drive product depth into  
those

## Prove it fast

Install sales centric processes  
effective outbounding.

Get demos and focus on  
customer discovery to  
validate use cases /subcats

# The path to All in One

Workflow A

Workflow B

Workflow C

Workflow D

Use case A1

Use case B1

Use case C1

Use case D1

Use case A2

Use case B2

Use case C2

Use case D2

Use case A3

Use case B3

Use case C3

Use case D3

## Move from "All-in-One" to "Doing these 2 things Well"

Use Case	Overtime & Overrun	Subcontractor Verification	Use case 3	Use case 4
Example Prospect	Current Group (Electrical Contractor)	Slyco Group (Fit-out Contractor)		
Workforce Focus	Internal Employees (Payroll)	External Subcontractors (Invoices)		
Primary Pain Point	Labor cost overruns eroding project profit.	Inaccurate subcontractor invoices creating financial risk.		
Core Job-to-be-Done				
Most Valued Feature	Automated Overtime Alerts & Geo-fencing	Job-Specific QR Code Check-in/Check-out		
Value Proposition	The simplest way for trade SMEs to control overtime and run payroll	The single source of truth for subcontractor verification and payment		

**Start**

**Stop**

**Continue**



