THE FINANCIAL CASE FOR AGENTIC GTM

The CFO Case for Agentive in Enterprise GTM

THESIS · BUY THE REVENUE TEAM, DON'T BUILD IT

How Agentive lowers GTM operating cost, increases sales capacity, and accelerates AI adoption for companies above $1B in revenue.

Enterprise GTM teams are under pressure to do more with less. Buying a pre-built, purpose-built agentic AI revenue team is financially superior to funding fragmented, bespoke AI experiments internally. This is the model, the math and the payback.

BUILT FOR THE OFFICE OF THE CFO

See the value case on your own GTM cost base.

beagentive.ai/try

AGENTIVE
the perpetual revenue engine

THE CFO EQUATION HAS CHANGED

AI moves from a productivity feature to a margin, capacity and conversion lever.

Sales and marketing costs remain structurally high, buyer journeys are more digital, and pipeline conversion is inconsistent. Many revenue teams still depend on expensive human labor for repetitive work: prospect research, account mapping, CRM enrichment, personalization, sequencing, qualification, coaching, proposal support and deal execution. Instead of bolting AI onto disconnected tools, Agentive provides a ready-to-use AI revenue team that automates and optimizes GTM workflows across sales, marketing, RevOps and deal execution.

THE CONSERVATIVE ENTERPRISE OPPORTUNITY

$4.5–12.5M
Annual operating cost savings across SDR, BDR, research, RevOps, demand gen and enablement.

10–25%
Increase in effective sales capacity by removing low-value admin from AEs and managers.

5–15%
Improvement in pipeline conversion through targeting, personalization, follow-up and coaching.

6–12 mo
Faster realization versus bespoke AI development. The agents and workflows already exist.

WHY THIS MATTERS NOW

AI is shifting from individual productivity to autonomous and semi-autonomous business execution. Gartner predicts that by 2028, AI agents will outnumber sellers by 10 to 1, becoming deeply embedded in sales workflows, while warning that productivity gains depend on operating-model redesign, not tool adoption alone. McKinsey's 2025 State of AI research finds marketing and sales among the functions where companies most often report AI use and revenue gains, with 32% expecting a workforce reduction of 3% or more due to AI. BCG describes the shift toward augmented, assisted and autonomous selling, where agents qualify demand, prioritize leads, nurture prospects and handle standardized touchpoints so humans focus on judgment.

> **The CFO decision is not whether AI will impact GTM. It is whether the company captures value quickly through a proven agentic system, or spends 12 to 24 months funding internal experimentation, integration work and partial adoption.**

THE CURRENT ENTERPRISE GTM COST PROBLEM

Even productive teams spend heavily on work that does not need senior judgment.

A $1B enterprise technology company carries a large GTM cost base across sales, marketing, sales ops, RevOps, enablement and customer-facing roles. Manual account research, CRM cleanup, list building, outbound drafting, follow-up, routing, campaign briefs, meeting prep, call summaries, proposal drafting, coaching notes and pipeline hygiene all consume payroll, management time and vendor spend, and create inconsistent execution because every team member works differently. For a CFO, this surfaces as four measurable problems.

01 HIGH COST-TO-SELL

Too many dollars on manual GTM execution.

A high percentage of GTM labor is spent on tasks that do not require senior human judgment. Those dollars compound across hundreds of people and dilute the return on every quota-carrying hire.

02 LOW CAPACITY UTILIZATION

AEs spend significant time on non-selling work.

Research, CRM updates, meeting prep, follow-up, proposal drafting and internal coordination pull expensive sellers away from the conversations that actually move pipeline and close revenue.

03 FRAGMENTED TECH ROI

Point tools that never form one operating model.

Revenue teams pay for overlapping prospecting, intent, enrichment, engagement, enablement and reporting tools. Each adds data and admin, but none creates a unified, outcome-driven revenue system.

04 SLOW AI PAYBACK

Internal experiments produce pilots, not P&L.

Bespoke efforts generate demos and proofs of concept, but rarely scaled financial impact. The hidden cost is not the model, it is the operating system of people, process and integration around it.

These activities consume payroll, management time, vendor spend and opportunity cost, and the result is high cost-to-sell with low capacity utilization.

WHY BUYING BEATS BESPOKE DEVELOPMENT

The hidden cost is not the model. It is the operating system around it.

For narrow use cases, building internal agents can look attractive. For GTM transformation it is usually slower, riskier and more expensive than expected. A bespoke build requires AI and data engineering, security and governance reviews, CRM and marketing-automation integration, workflow design, prompt and agent testing, RevOps implementation, enablement, change management and ongoing maintenance. BCG's research reinforces the point: only a small share of the effort is algorithms, the majority of value comes from people, process and operating-model change. Agentive ships that operating model pre-built, designed around revenue workflows.

TWELVE SPECIALIZED AGENTS. ONE BUYING GROUP.

Mojo ORCHESTRATE
Oversees the agent team and fuses internal truth with live signals through the Mojo Context Engine.

Target FIND
Defines and refines your ICP so the whole team hunts in the right territory from day one.

Prospector OPEN
Finds in-market leads before they surface in anyone else's pipeline.

Scout FIND
Lists and prioritizes leads so sellers spend their recovered time where it will convert.

Researcher FIND
Keeps up to date on signals: executive moves, funding, hiring and technology shifts as they happen.

Solution Architect INTEL
Maps your solutions to each account's problems and identifies the differentiators that win.

Value Engineer INTEL
Builds the ROI models and value narratives CFO-level buyers demand.

Copy Writer VOICE
Writes outreach that is contextual, relevant, properly timed and in the right tone.

Neuro NEURO
Profiles how each buyer thinks, decides and communicates.

Pitch Master VOICE
Develops sales plays and call scripts tuned to each account, stage and buyer.

Engage RUN
Runs parallel, personalized cadences across every buyer, at a scale one rep could never match.

Coach RUN
Delivers timely, contextually relevant next-step recommendations on every deal.

INTERNAL BESPOKE BUILD VS. AGENTIVE

DECISION FACTOR	INTERNAL BESPOKE AI BUILD	AGENTIVE PRE-BUILT AGENT TEAM
Time to value	12–24 months for meaningful scale	Immediate deployment of proven modules
Required resources	AI & data eng, RevOps, security, GTM design	Configured SaaS plus implementation support
Execution risk	High, built from scratch	Lower, agents built around known workflows
Cost profile	High fixed cost before value	Subscription tied to deployment scope
CFO control	Hard to attribute value across pilots	Clear levers: cost, capacity, conversion, stack

THE CFO FINANCIAL MODEL

Conservative assumptions for a $1B enterprise technology company.

BASELINE GTM LABOR COST, FULLY LOADED

FUNCTION	HEADCOUNT	COST / EMPLOYEE	ANNUAL COST
Account Executives	150	$275,000	$41,250,000
SDRs / BDRs	100	$125,000	$12,500,000
Sales Research / Enrichment	25	$100,000	$2,500,000
Demand Generation	35	$150,000	$5,250,000
Field Marketing	25	$160,000	$4,000,000
RevOps / Mktg Ops / Sales Ops	40	$165,000	$6,600,000
Sales Enablement	20	$155,000	$3,100,000
Total Modeled GTM Labor	**395**		**$75,200,000**

Excludes commissions, events, media, software, agencies, data vendors and management overhead, fully loaded labor cost only.

CONSERVATIVE LABOR EFFICIENCY MODEL

FUNCTION	ANNUAL COST	EFFICIENCY	ANNUAL SAVINGS
SDRs / BDRs	$12,500,000	20%	$2,500,000
Sales Research / Enrichment	$2,500,000	50%	$1,250,000
Demand Generation	$5,250,000	20%	$1,050,000
Field Marketing	$4,000,000	15%	$600,000
RevOps / Mktg Ops / Sales Ops	$6,600,000	20%	$1,320,000
Sales Enablement	$3,100,000	20%	$620,000
Total Conservative Labor Savings			**$7,340,000**

More than $7.3M in annual labor efficiency before incremental revenue, software consolidation, agency savings or improved forecast accuracy.

BEYOND COST, CAPACITY AND CONVERSION

The larger opportunity is not cost reduction. It is capacity creation.

If 150 AEs cost $41.25M annually and each spends 20 to 30% of their time on research, CRM updates, meeting prep, follow-up, proposal drafting and coordination, the company is spending millions on non-selling time. Recovering even part of that capacity adds quota coverage without hiring.

AE CAPACITY MODEL

Number of AEs	150
Fully loaded AE cost	$275,000
Total AE cost	$41,250,000
Non-selling work reduced	15%
Recovered capacity value	**$6,187,500**

A 15% recovery equals **22.5 AE-equivalents** without hiring. At a $2.5M quota that is $56.25M of theoretical capacity; at 20% conversion, $11.25M incremental bookings, **$8.44M gross profit** at 75% margin.

PIPELINE CONVERSION MODEL

METRIC	CURRENT	AGENTIVE
Qualified pipeline	$500M	$500M
Win rate	25%	27%
Bookings	$125M	$135M
Incremental bookings		**$10M**

A two-point win-rate improvement creates **$10M incremental bookings**, **$7.5M gross profit** at 75% margin. It requires better prioritization, buyer-specific messaging, faster follow-up and consistent execution, not heroic assumptions.

SOFTWARE AND VENDOR CONSOLIDATION

Enterprise GTM teams carry overlapping tools for prospecting, enrichment, intent, engagement, content, enablement, forecasting and reporting. Agentive consolidates fragmented work into one revenue system. A conservative scenario produces **$1.5M to $4M** in annual vendor and services savings, depending on the existing stack, spanning sales engagement, data and intent vendors, enablement tools, personalization and content platforms, and RevOps contractor support.

TOTAL CFO VALUE CASE

Four levers, one number: $25.3M in annual value potential.

CONSERVATIVE ANNUAL IMPACT MODEL

VALUE LEVER	ANNUAL IMPACT
Labor efficiency savings	$7,340,000
Recovered AE capacity (gross profit)	$8,440,000
Pipeline conversion (gross profit)	$7,500,000
Software and services consolidation	$2,000,000
Total Annual Value Potential	**$25,280,000**

IMPLIED FIRST-YEAR ROI

16.9×

AT $1.5M INVESTMENT

Gross value-to-cost at a $1.5M annual platform and services investment.

12.6×

AT $2.0M INVESTMENT

Gross value-to-cost at a $2.0M annual investment.

8.4×

AT $3.0M INVESTMENT

Gross value-to-cost at a $3.0M annual investment.

Even if only 40% of the modeled value is realized in year one, $10.11M, that is still a 5.1× first-year return on a $2M investment.

The business case does not assume wholesale headcount replacement. It works under modest productivity and consolidation assumptions, then compounds as the platform learns from GTM activity and improves targeting, messaging, execution and conversion over time.

EVIDENCE FROM THE MARKET

The shift is already visible. Salesforce reportedly reduced support headcount from about 9,000 to 5,000 as AI agents handled a meaningful share of conversations, high-volume, repeatable interactions automated in standardized workflows. Gartner predicts that by 2028, 60% of brands will use agentic AI to deliver streamlined one-to-one interactions across marketing, sales and support. BCG cites agentic deployments delivering a fivefold jump in digital sales in one telecom case and more than 50% faster processing in another agent-led workflow, companies moving beyond pilots into scaled value.

WHERE AGENTIVE CREATES CFO-GRADE VALUE

Lower cost-to-sell, higher capacity, faster conversion, less waste.

1 LOWER COST-TO-SELL

Less labor to convert pipeline.

Slow hiring, redeploy lower-yield roles, reduce contractor spend and consolidate tools across the funnel.

2 MORE CAPACITY

Quota coverage without hiring.

Automated research, prep, follow-up and CRM work lift the productive capacity of existing AEs and managers.

3 FASTER VELOCITY

Signal to outreach to business case.

Faster execution from signal to meeting to follow-up reduces leakage and improves revenue-engine efficiency.

4 BETTER CONVERSION

Win without proportional spend.

Better targeting, personalization, buyer mapping and value quantification improve conversion economics.

5 LESS TECH WASTE

One outcome-driven system.

Replace fragmented GTM tools and manual handoffs, letting the CFO rationalise the technology stack.

6 FASTER ADOPTION

Lower execution risk.

A pre-built team removes the guesswork of which agents to build, how to connect them and how to operationalise.

RECOMMENDED CFO ADOPTION PLAN

PHASE 1 · 30 DAYS

Deploy high-ROI agents.

Account and buyer research, outbound personalization, SDR/BDR support, CRM enrichment, meeting prep and follow-up, value messaging.

Goal: measurable gains in month one.

PHASE 2 · 60–90 DAYS

Consolidate workflows.

Campaign follow-up, event prioritization, lead qualification and routing, coaching, pipeline hygiene and value-case generation.

Goal: headcount avoidance and stack savings.

PHASE 3 · 90–180 DAYS

Redesign the model.

Reshape SDR/BDR capacity, shift AEs to higher-value selling, consolidate tools, and standardize agent-assisted planning.

Goal: convert productivity into P&L.

KPIs to hold the investment accountable: cost per qualified opportunity · cost per meeting booked · pipeline per SDR/BDR · pipeline per marketing dollar · AE selling time % · opportunity conversion · win rate · sales-cycle length · gross-margin contribution from incremental bookings · GTM software-spend reduction · headcount avoidance · contractor and agency reduction.

THE STRATEGIC CFO CONCLUSION

Not another GTM tool. A ready-to-use revenue team.

Agentic AI is becoming a structural advantage in enterprise GTM. The winners will not be the companies with the most AI experiments, they will be the companies that convert AI into lower cost-to-sell, higher sales capacity, better pipeline conversion and faster operating-model change. For a company above $1B in revenue, the financial case is compelling.

WHAT THE CFO CAPTURES

- Reduce GTM labor waste across the funnel
- Increase AE capacity without equivalent hiring
- Improve conversion and pipeline velocity

AND CONTINUES TO COMPOUND

- Consolidate fragmented tools and workflows
- Accelerate AI adoption by 6 to 12 months
- Build advantage before competitors catch up

READ THE MODEL

Run the model on your numbers.

Build the CFO business case on your own GTM cost base.

BOOK A CFO VALUE REVIEW

Test drive Agentive on your accounts.

beagentive.ai/try

SOURCES AND FOOTNOTES

The research behind the model.

Third-party figures cited in this white paper are drawn from the primary sources below. Financial-model figures, baseline GTM cost, efficiency rates, capacity recovery, conversion lift and ROI, are illustrative, built on conservative assumptions for a representative $1B enterprise technology company, and are not vendor guarantees. Actual results depend on existing cost structure, data quality, deployment scope and adoption.

GARTNER

1 **Gartner Predicts By 2028, AI Agents Will Outnumber Sellers by 10X, Yet Fewer Than 40% of Sellers Will Report AI Agents Improved Productivity.**
Gartner press release, 18 November 2025. Cited for the 10:1 agent-to-seller ratio and the operating-model-redesign caveat.
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2 **Gartner Predicts 60% of Brands Will Use Agentic AI to Deliver Streamlined One-to-One Interactions by 2028.**
Gartner press release, 15 January 2026. Cited for agentic AI spanning marketing, sales and support across the customer lifecycle.
gartner.com/en/newsroom/press-releases/2026-01-15-gartner-predicts-60-percent-of-brands-will-use-agentic-ai

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3 **The State of AI in 2025: Agents, Innovation, and Transformation.**
McKinsey and Company (QuantumBlack), November 2025. Cited for marketing and sales as leading functions for reported AI revenue gains, and for 32% of respondents expecting a workforce reduction of 3% or more.
mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai

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4 **How AI Agents Will Transform B2B Sales.**
BCG, 2025. Cited for the augmented, assisted and autonomous selling models and the division of labor between AI agents and human sellers.
bcg.com/publications/2025/how-ai-agents-will-transform-b2b-sales

5 **How Agents Are Accelerating the Next Wave of AI Value Creation.**
BCG, 2025. Cited for value coming primarily from people, process and operating-model change rather than algorithms, and for agentic deployment outcomes including a fivefold digital-sales increase and 50%+ processing-speed improvement.
bcg.com/publications/2025/agents-accelerate-next-wave-of-ai-value-creation

MARKET EVIDENCE

6 **Salesforce CEO Marc Benioff says he cut 4,000 support roles because of AI.**
Los Angeles Times, 2 September 2025. Cited for the reduction of support headcount from roughly 9,000 to 5,000 as AI agents absorbed standardized interactions.
latimes.com/business/story/2025-09-02/salesforce-ceo-marc-benioff-says-he-cut-4-000-support-roles-because-of-ai