

A solid blue horizontal bar.

Find Hidden Buyers

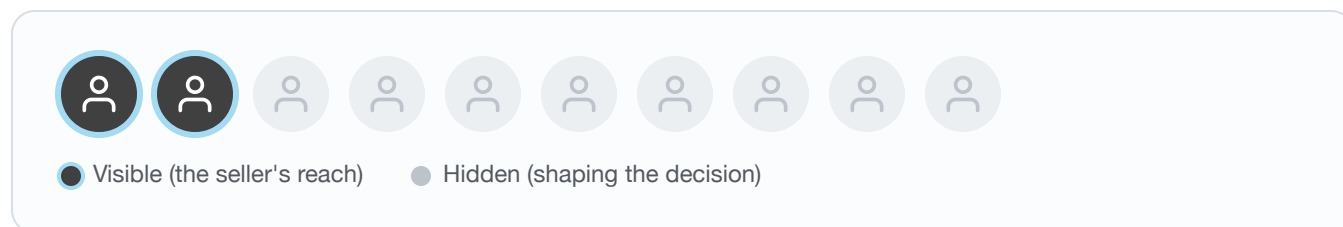
How to uncover the stakeholders putting your enterprise deals at risk.

CRM is your **System of Record**. Agentive is your **System of Engagement**.

BOOK A HIDDEN BUYERS SESSION · RUN A FREE HIDDEN BUYERS TEST

THE INVISIBLE MAJORITY

Your CRM is not showing the deal, It is showing the people your seller has reached.



Gartner's *B2B Buying Journey* research (2024) puts the average buying group at 11 active members. Each has their own perspective and their own ability to say no. Forrester's *State Of Business Buying, 2026* finds the typical buying decision now includes 13 internal stakeholders and 9 external influencers.

The buying group is getting bigger. The sales process is getting harder. Quota achievement is declining.

Your CRM rarely shows the full room.

That gap is not a sales problem. It is a forecast risk. If your CRM shows the visible minority and the decision is being shaped by a wider network, your team is not managing the deal. It is managing the visible fraction of the deal. They are managing the people in their network, not in the buying group.

This is why champions go quiet. Why procurement appears late. Why finance blocks at the line. Why a deal marked commit becomes a slip. This is why we lose to no decision.

Why someone you have never spoken to becomes the ultimate blocker and torpedoes your quota.

Next page. Pick one real deal, opportunity or qualified lead and run a single-thread check.

SOURCES Gartner, *B2B Buying Journey*, 2024. · Forrester, *The State Of Business Buying*, 2026.
· Salesforce, *State of Sales*, 8th edition, 2024.

REVIEW ONE ACCOUNT OR OPPORTUNITY

Is this deal single-threaded?

Pick one of your active enterprise opportunities, named accounts or qualified leads, Complete the table below and assess your team's ability to close this?

Buying group member	KNOWN?	ENGAGED?	ROLE CLEAR?	STANCE KNOWN?	NEXT ACTION?
Economic buyers					
Technical buyers					
User buyers					
Procurement					
Security / risk					
Finance					
Champions					
Potential blockers					

Scoring. Score a maximum of five points per box completed with confidence. Total out of 200.

above 140

Strong buying group visibility

80-140

Partial visibility

40-80

High single-thread risk

below 40

Materially under-mapped

If you have difficulties completing this table for your active enterprise deal, you do not have a pipeline visibility problem. You have a buying group visibility problem.



HAVE A LIVE ENTERPRISE DEAL?

30-Minute Hidden Buyers Session

Bring one active opportunity. We will run it with you.

beagentive.com/demo


WANT TO TEST ACCOUNTS YOURSELF?

Run a Free Hidden Buyers Test

Use your own data to see known vs missing stakeholders, role mapping, source confidence and next actions.

beagentive.com/signup

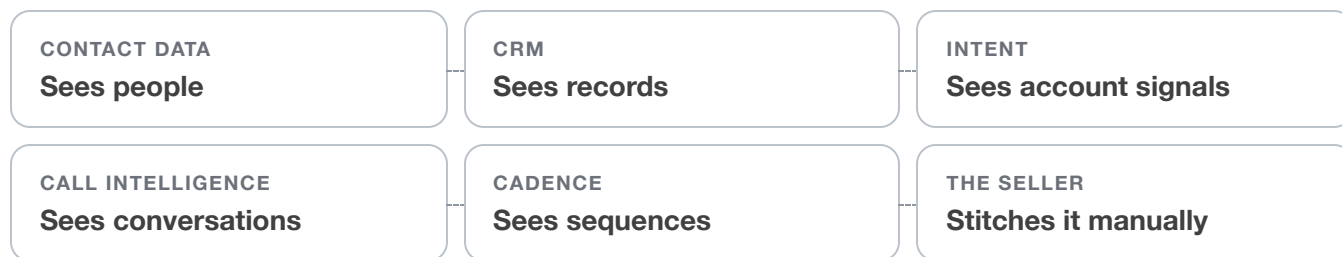
THE DIAGNOSIS

The problem is not a lack of tools. It is the absence of a shared buying group object.

The stack is not broken because the tools are bad. It's broken because the model is wrong.

Most revenue tools still optimize around the contact, the activity, the call, the intent signal or the cadence step. Enterprise revenue is rarely decided by one person. The CRM was designed as a system of record. It was never built as a system of engagement.

The buying group exists across the seams between systems.



Salesforce's *State of Sales*, 8th edition, 2024 found that reps spend just 28% of the week actually selling, while many report being overwhelmed by the number of tools in the stack. Gartner's *Future of Sales* work finds that 77% of sellers struggle to complete their assigned tasks efficiently.

Single-threading becomes the default.

WHERE AGENTIVE PLAYS, YOUR SYSTEM OF ENGAGEMENT



The next generation of revenue AI will not be organized around contacts or cadences.
Agentive is the System of Engagement, organized around the buying group.

SOURCES Salesforce, *State of Sales*, 8th edition, 2024. · Gartner, *Future of Sales*, 2024.

SALES AFFINITY A scored signal of how closely an account, opportunity or person matches the patterns of closed-won deals. Combines firmographic fit, behavioral recency and stakeholder shape. Used throughout this document.

CRM VIEW VS AGENTIVE VIEW

What changes when Agentive goes to work.

The CRM is your **System of Record**. It logs what already happened. Agentive is your **System of Engagement**, the intelligence and orchestration layer that turns the buying group into action.

Live opportunity • \$420k • Stage 3 • Champion engaged • Forecast commit

CRM VIEW, SYSTEM OF RECORD

What the seller logged.

- 2 known contacts
- 1 champion
- No procurement path
- No finance contact
- No security engagement
- No known blocker
- Activity logged, not orchestrated
- No coordinated multi-thread plan

RISK Forecast commit, single-thread risk

AGENTIVE VIEW, SYSTEM OF ENGAGEMENT

The full buying group, orchestrated.

- 8 stakeholders mapped to the Buying Group Graph
- Economic buyer identified
- Technical evaluator named
- Procurement path mapped
- Security risk surfaced
- Likely blocker flagged
- Role, influence and disposition mapping
- Multi-thread sequence orchestrated by Agentive agents

RISK Mapped risk, multi-thread plan

A forecast-commit deal with only two known stakeholders is not fully qualified. It is partially visible. Agentive sits alongside your CRM as the System of Engagement, the operational layer that closes the gap.

PROOF POINT

Faster time to close.

Agentive B2B SaaS customer. \$420k opportunity. Closed after mapping the buying group to a Buyer Group Graph.

ANONYMISED CUSTOMER · REFERENCE AVAILABLE UNDER NDA

THE NEXT FIVE ACTIONS, ORCHESTRATED BY AGENTIVE

1. Equip the champion with a CFO business-case summary.
2. Engage the technical evaluator with validation proof.
3. Send procurement a risk and implementation pack.
4. Build a security stakeholder path.
5. Launch a multi-thread sequence across the buying group.

THE ARCHITECTURE

Agentive. The Buying Group OS.

Built to work alongside your CRM, not replace it.

LAYER 01

01

The Buying Group Graph

One shared object for the buying group, opportunity, account and person. Every edge carries signal, confidence and provenance. The Graph is what every agent reads and writes. It is the object model the rest of the stack lacks.

LAYER 02

02

Specialized AI agents

Twelve function-named agents that work the Graph. Target, Account, Scout, Develop, Coach, Engage, Analyze, Pipeline, Value Engineer, Personalize, Studio, Mojo. Each agent has one job. Each writes its outputs back to the Graph.

LAYER 03

03

Seller apps

What the seller touches every day. Account views, buying group drill-down, daily coaching, prospecting, engagement and research. Built around the seller's day, not admin's preferences.

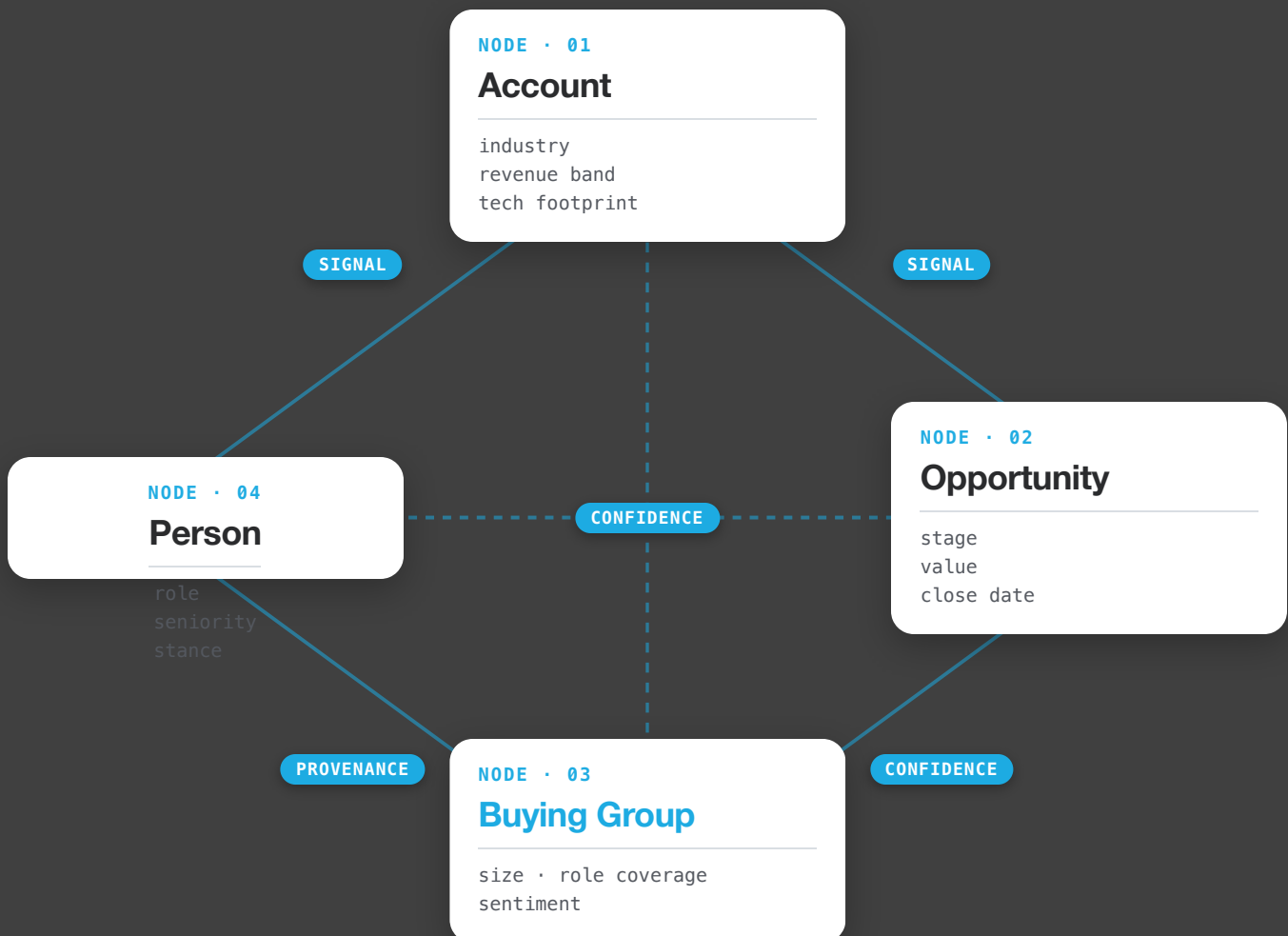
Your CRM is the System of Record. Agentive is the System of Engagement, the operational layer that turns account signals into orchestrated buying group action.

Agentive is designed to sit alongside your CRM as the System of Engagement, enriching account, opportunity and buying group context, and orchestrating action across the group, without forcing a CRM migration.

THE BUYER OBJECT MODEL

One graph. Four objects. Three properties.

Every record in Agentive is a node on the Buying Group Graph. Accounts, opportunities, buying groups and people sit as connected objects, not as rows in separate tables. Every edge carries multiple properties. Signal. Confidence. Provenance. A stitched CRM stack cannot represent this. It stores rows, not relationships. The Graph is what makes a coherent System of Engagement real. *The Buying Group OS* is the shorthand. **Buying Group Graph** is the thing.

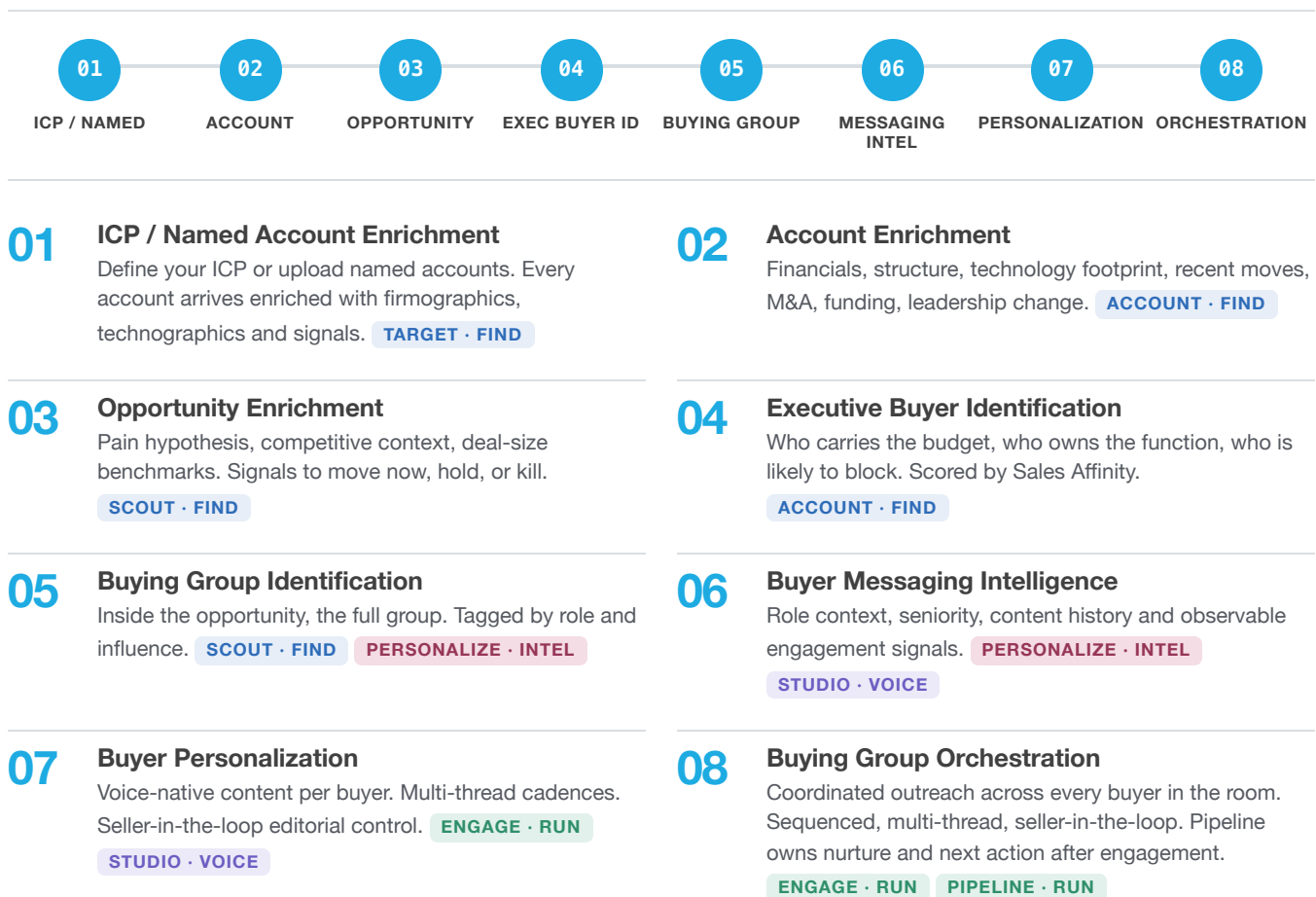


Read by every agent · written to by every agent · one source of truth for the room.

THE ENRICHMENT JOURNEY

From signal to revenue. Eight stages.

From named account to engaged buying group. Eight coherent stages. Each one runs on the Graph, with one or two agents accountable.



01 ICP / Named Account Enrichment
Define your ICP or upload named accounts. Every account arrives enriched with firmographics, technographics and signals. [TARGET · FIND](#)

02 Account Enrichment
Financials, structure, technology footprint, recent moves, M&A, funding, leadership change. [ACCOUNT · FIND](#)

03 Opportunity Enrichment
Pain hypothesis, competitive context, deal-size benchmarks. Signals to move now, hold, or kill. [SCOUT · FIND](#)

04 Executive Buyer Identification
Who carries the budget, who owns the function, who is likely to block. Scored by Sales Affinity. [ACCOUNT · FIND](#)

05 Buying Group Identification
Inside the opportunity, the full group. Tagged by role and influence. [SCOUT · FIND](#) [PERSONALIZE · INTEL](#)

06 Buyer Messaging Intelligence
Role context, seniority, content history and observable engagement signals. [PERSONALIZE · INTEL](#) [STUDIO · VOICE](#)

07 Buyer Personalization
Voice-native content per buyer. Multi-thread cadences. Seller-in-the-loop editorial control. [ENGAGE · RUN](#) [STUDIO · VOICE](#)

08 Buying Group Orchestration
Coordinated outreach across every buyer in the room. Sequenced, multi-thread, seller-in-the-loop. Pipeline owns nurture and next action after engagement. [ENGAGE · RUN](#) [PIPELINE · RUN](#)

Output. A mapped buying group, ranked risks, recommended actions and personalized engagement paths.
Run a Free Hidden Buyers Test · beagentive.com/signup

A BUYER'S TOOL

The buyer's evaluation scorecard.

Score your current stack. Score Agentive. Score any vendor. Same lens, every time. Our own honest self-score sits in the right column.

CRITERION	SCORE 1"45	EVIDENCE REQUIRED	SESSION OR TRIAL TEST	AGENTIVE SELF-SCORE
Buying group coverage	_ / 5	Role + disposition tagging on a real account	Show the buying group on an account we name.	4 / 5
Data coverage and provenance	_ / 5	Source + timestamp on every record	Pull the provenance trail for one contact.	4 / 5
AI substance and judgment	_ / 5	AI changes the seller's next action	Show where AI changes the deal plan, not the wording.	4 / 5
Platform architecture	_ / 5	One coherent object model	One object model or stitched across modules?	5 / 5
Multi-thread orchestration	_ / 5	Parallel cadences across the group	Coordinated engagement to five+ members.	4 / 5
Voice and content personalization	_ / 5	Upload-driven voice library	Before/after on your own case studies.	4 / 5
Total		Unweighted sum. Higher means stronger evidence on real accounts, not slides.		25 / 30

Score below 22? Your current stack is probably optimizing contacts, not buying groups. Do not settle for another product tour. Test a real account.



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THE SYSTEM OF ENGAGEMENT, IN ACTION

Twelve specialized agents. One buying group.

Agentive is the intelligence and orchestration layer for the enterprise revenue team. Specialized AI agents work from a single Buying Group Graph, not bolted onto the seller's stack.

Each agent has one job. Every output writes back to the Graph.

 Target FIND Defines who you sell to. Builds and refines the ICP. Names target segments. Produces the addressable list every other agent works from.	 Account FIND Owns the account dossier. Firmographics, structure, technology footprint, financials and named executives. Deep customer detail per account.	 Scout FIND Finds missing buying group members. Surfaces in-market opportunities at deal level. Scores lookalikes of closed-won by Sales Affinity and recency.
 Develop OPEN Opens new buying group threads. Books qualified meetings across the buying group. Researches, drafts and dispatches first-touch outreach with seller approval.	 Coach RUN Prioritizes risk and next actions. Prepares the morning briefing. Ranks today's next actions. Surfaces deal risk before the seller asks.	 Engage RUN Activates multi-thread outreach. Runs parallel cadences across the buying group. Personalizes by role, context and engagement signals.
 Pipeline RUN Owns nurture and next action. Keeps pipeline hygienic. Sequences nurture across stalled opportunities. Surfaces the next-best-action for every deal in the book.	 Analyze INTEL Diagnoses pipeline and forecast. Models pipeline health, conversion patterns and forecast risk. Flags single-thread exposure across the book.	 Value Engineer INTEL Builds the business case. Quantifies ROI and TCO per opportunity. Drafts CFO-ready business cases and value narratives the champion can defend.
 Personalize INTEL Reads the room behind the room. Maps each buyer's motivation, communication style and decision pattern. Tunes message and timing per persona.	 Studio VOICE Keeps messaging on-brand. Learns approved brand and seller voice from uploaded materials. Applies it across emails, briefs and objection cards.	 Mojo DEPTH Answers questions with sources. Conversational depth across deals and accounts. Builds account plans and drafts business cases, grounded in provenance.

Twelve specialized agents. One System of Engagement. Better action, not more content.

HOW TO DO IT WITH AGENTIVE

From signal to engagement in minutes.

Six steps from a named account to a personalized, multi-thread outreach sequence. Every step runs in the System of Engagement, alongside your CRM, with the seller in the loop.

01 Define a named account

SCOUT · FIND

Type the company or paste a list. Agentive enriches with firmographics, technographics and live signals.

Acme.ai

+ enrich

123 signals

02 Discover in-market opportunities

SCOUT · FIND

Surface ICP fits and lookalikes of closed-won. Each scored by **Sales Affinity** and recency.

Pheonix Industries

0.92 fit

Fantasy Labs

0.88 fit

03 Generate an account plan

MOJO · DEPTH

Mojo drafts pain hypothesis, competitive context, value drivers and a CFO-ready business case.

Account Plan

10 sections

Open

04 Map the buying group

SCOUT · FIND

Identify the economic buyer, evaluator, procurement, finance, security and the likely blocker.

● ● ● ● ● ● ● ●

8 mapped

05 Understand the psychographics

PERSONALIZE · INTEL

Per-buyer motivation, style and decision pattern. Tune what to say to whom, and when.

Analytical

Consensus

Risk-averse

06 Personalize the outreach

ENGAGE · RUN

Engage drafts multi-thread cadences in your seller's voice across the buying group. You stay in control.

7 drafts

review

Send all

~30
MINUTES

From signal to engagement. A fresh account, a fully mapped buying group, an orchestrated outreach plan. Six steps, one System of Engagement, the seller in the loop.

THE NEXT THIRTY MINUTES

Stop losing deals. Find Hidden Buyers.

Thirty minutes. One live enterprise opportunity. A clearer view of who may be missing.

HAVE A LIVE ENTERPRISE DEAL?

Book the 30-minute Hidden Buyers Session

Bring one active opportunity. We will help you identify:

1. The visible and hidden buying group
2. Your single-thread risk score
3. Likely missing stakeholders
4. The most probable blocker
5. The next five recommended actions

Thirty minutes. Guaranteed enrichment and expansion of your ICP or named accounts.

WHAT TO BRING

- One active opportunity
- Known contacts
- Current stage
- Target close date
- Approximate deal value
- Known blockers



AGENTIVE

SCAN TO BOOK A SESSION
Book at beagentive.com/demo

WANT TO TEST ACCOUNTS YOURSELF?

Run a Free Trial

Start with your own named accounts, qualified leads or opportunities. Evaluate:

1. Buying group coverage
2. Known vs missing stakeholders
3. Role and influence mapping
4. Source confidence
5. Recommended next actions

Thirty minutes. No sales call. You get three fully enriched accounts, leads or opportunities.

WHAT YOU WILL NEED

- Free Agentive account
- Named account or lead
- Known contacts
- LinkedIn URL
- Organizational domain
- 30 minutes



FREE TRIAL

SCAN TO START FREE
Start free at
beagentive.com/signup

No deck. No generic product tour. Bring a real deal, or start with your own data.

Sources. Gartner, *B2B Buying Journey*, 2024. Forrester, *The State Of Business Buying*, 2026. Salesforce, *State of Sales*, 8th edition, 2024. Gartner, *Future of Sales*, 2024.