



• ARCHITECTURE NOTES · RESOURCE

When an agency asked for a deck, we sent them the codebase instead

When an agency asked for a deck, we sent them the codebase. Artifact-led sales replaces the deck for AI-native services.

Companion to: [When an agency asked for a deck, we sent them the codebase instead.](#)



What this deck covers

A partner agency emailed last month asking for a slide deck. Something to walk their team through how our automation work translates to client outcomes. Standard ask.

- When the codebase is the deck: a positioning shift for AI-native services
- The framework: artifact-led sales for reproducible work
- Runbook: replacing the sales deck with a working artifact
- When this is wrong: the trade-offs

When the codebase is the deck: a positioning shift for AI-native services

01 Why most agencies still need decks

A deck is what you write when the work cannot be shown.

02 Why this matters for AI-native services

AI-native services have a structural advantage.



The framework: artifact-led sales for reproducible work

01 ****Provision a working instance**

**Provision a working instance.

02 **** Every prospect gets a personalised**

** Every prospect gets a personalised Atlas-style workspace, pre-loaded with their briefs, running for a week.

03 **The provision is short**

The provision is short.

Runbook: replacing the sales deck with a working artifact



01 Map every claim your current deck

Map every claim your current deck makes about the work.

02 "We move fast", "we have proprietary

"We move fast", "we have proprietary AI", "our process is rigorous".

03 For each claim, identify the artifact

For each claim, identify the artifact in the live product that proves it.



When this is wrong: the trade-offs

01 This breaks if the work is

This breaks if the work is genuinely bespoke.

02 A six-month strategy engagement with a

A six-month strategy engagement with a senior partner does not provision a working instance.

03 The deck is doing real work

The deck is doing real work there because the engagement itself does not exist outside the conversation.



What success looks like

- 01 When the artifact replaces the deck,**
When the artifact replaces the deck, three things move.
- 02 First, close rates go up because**
First, close rates go up because the prospect has answered most of their own objections by the time they reach the second call.
- 03 Second, sales cycles shorten because the**
Second, sales cycles shorten because the conversation skips "how do you work" entirely.



FAQ

01 ****Does this only work for AI-native**

**Does this only work for AI-native businesses?

02 **** It works for any services**

** It works for any services business with reproducible work.

03 **AI-native is a structural advantage because**

AI-native is a structural advantage because the orchestration layer is reproducible by construction, but a productised consulting firm with a real artifact behind the engagement can run the same play.



- NEXT STEP

Read the full architecture note

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[arthea.ai/book ->](https://arthea.ai/book)