

Keep, replace or add

How a GTMnext tech stack review works, what the written recommendation looks like, and how buying through us works.

The short version

Free

The review and the written recommendation. The recommendation is yours to keep.

The best deal the vendor will give

When you buy through us, or through an introduction to the vendor's team.

Paid

Setup and knowledge transfer, scoped and quoted before we start.

Free again

A second look at the tech stack before each renewal.

01 How a review works

01

Free check

The marketing and sales tools your site runs: forms, email, analytics, chat, scheduling and CRM tracking. We know your tools before the first call.

02

Review meeting

A working session on what you run at each stage (get found, reach out, talk and close) and what isn't working.

03

Recommendation

Keep, replace or add for every tool, with the reason and the alternative. Written down, and yours to keep.

04

Buy through us

The best deal the vendor will give, through us or an introduction to the vendor's team.

05

Setup

Configuration, CRM connections, data mapping and training, so your team runs it without us.

06

Before renewals

We look at the tech stack again, free, and the cycle starts at the review meeting.

02 What a review looks for

- Tools that overlap, or two tools doing one job.
- Leads that come in and wait too long for a reply.
- Good-fit companies reading your site and leaving without a trace.
- Tools that aren't connected to the CRM, so follow-up lives in inboxes and spreadsheets.
- Email landing in spam: no DMARC, old lists, sending from your main domain.
- Renewals coming up with nobody asking whether the tool still fits.

03 What the recommendation looks like

Every tool you run, by stage: keep, replace or add, the reason, the alternative, how you get it and who sets it up. Then the order of work.

Tech stack recommendation		acme . com	Example
2 to replace, 3 to add, 1 to keep.			
Tool	Decision	Why, how you get it, who sets it up	
Get found			
Webflow Website	Replace	WordPress: marketing waits on a developer for every page change. Buy through us · Setup: GTMnext · Alternative: Framer	
Reach out			
Salesloft Sales engagement	Replace	Outreach, at renewal: cadences, calls and the CRM sync in one place. We introduce you · Setup: GTMnext · Alternative: Apollo.io	
Salesflow LinkedIn outreach	Add	LinkedIn steps next to email, without a second inbox. Buy through us · Setup: Your team · Alternative: Expandi	
Google Postmaster Tools Deliverability	Add	Shows whether Gmail treats your mail as spam. Free. Free from Google · Setup: Your team	
Talk and close			
Salesforce CRM	Keep	The system of record. Everything else already syncs to it. Already yours	
Sendspark Video	Add	Short personal videos after demos, sent from the CRM. Buy through us · Setup: Your team · Alternative: Vidyard	
Order of work	1. Postmaster Tools this week. 2. Move the site to Webflow; we set it up. 3. Salesloft when Outreach renews; we introduce you to Salesloft's team first.		

Acme is a made-up company. The recommendation is an example.

04 How buying through us works

	Buying direct	Through GTMnext
Who recommends it	The vendor's sales rep	Someone who has reviewed your whole tech stack
The price	List price, unless you negotiate	The best deal the vendor will give
The alternative	Not mentioned	Named, whoever makes it
Setup	Your team, or the vendor's onboarding	Configured with your CRM and handed over
At renewal	A reminder to renew	A second look at the tech stack first

Setup and knowledge transfer are paid projects, scoped and quoted before we start.

Get a free tech stack review.

A working session on the tools you run, and a written recommendation you keep.

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Some tools we recommend are from partners. How we work with partners: gtmnext.com/disclosure