

An entire GTM organization. Installed, not hired.

Revenue work is really eight jobs: finding reasons to reach out, reaching out, following up, keeping the CRM honest, preparing for meetings, keeping promises, looking after the customers you won, and reporting the truth upward. Most companies solve it one hire at a time — and the follow-up still dies whenever the calendar gets loud. This is the other way.

ONE NIGHT, BY THE CLOCK WHILE YOU SLEEP

- 1:00am** **Receipt Keeper** reconciles yesterday.
Every send logged, every reply caught. Ground truth before anyone acts on it.
- 5:30** **Silent-Thread Sweeper** audits the pipeline against that log.
Every thread that went quiet with money still in it. Every deal the CRM calls alive that the inbox says is dead.
- 6:00** **Trigger Watcher** verifies overnight signals.
Funding, sales-role postings, leadership changes — each one with a checkable receipt, not a guess.
- 6:30** **Room-Reader** builds a dossier on everyone in today's meetings.
Waiting for you before your first call, not after it.
- 7:00–7:30** **Prospector, Promise Keeper, Bump Writer** turn all of it into drafts.
First touches, commitments coming due, and revivals — in your voice, in your own drafts folder.
- 8:15** **Exec Brief** compiles the whole org's night into one page.
The one page you actually read.

HOW THE WORKERS TALK TO EACH OTHER

They don't. No meetings, no chat — they leave each other files. One worker's overnight log is the next one's morning to-do list, so every handoff and every claim leaves a paper trail you can read. When someone tells you they have a team of AI agents, ask to see the run log.

Eight departments: Market Intelligence · Deal Motion · Discipline & Forecast · Buyer Experience · Accounts & Success · the Marketing Desk · Operations · and one desk on top, which is yours.

WHAT STAYS YOURS ON PURPOSE

- **The send.**
Nothing leaves without you. Not as a setting — as the architecture. There is no path from the system to a buyer that doesn't go through you.
- **The conversation.**
Discovery, the room, the negotiation. The system's job is to make sure you walk into it prepared and walk out of it with nothing dropped.
- **Whether it sounds like you.**
Every draft passes a voice check before it reaches your folder — and every correction you make becomes a written rule that day. The same mistake doesn't ship twice.
- **Who is worth your name.**
The system finds and verifies the signal. You decide which of them is worth a real email from a real person.
- **The judgment about a person.**
Is this a buyer or a browser. Is this deal real. That call is the product, and it is the one thing I will not hand to software.

THE THREE LAWS

- No dead ends.** Every worker's output is another worker's input. The only terminal desk is yours.
- Drafts only.** Nothing sends without a human. Ever.
- One desk.** Everything reports up through one brief. You read a page, not nine dashboards.

HELD TO A STANDARD

Every role carries a named school of practice, a definition of done-well, a thing it must never optimize for, and numbers it reports daily. Your Pipeline Truth-Teller flags inflated stages every Monday. Your Forecast Auditor won't commit a deal without a receipt. **The org polices itself, in writing.**

Weeks, not a year

TO INSTALL

Built inside your accounts, on your credentials, on the stack you already run — for a fraction of the seats it replaces. Sixteen years of enterprise selling is written into the role cards, which is how the system knows which half to keep human. **Marketside is a visible, removable admin.** If we part ways you keep a working revenue organization, not a dependency.

The honest state. The overnight relay runs daily across three books today. The rest of the chart deploys one role at a time, each behind its own gate — nothing goes live before the work that feeds it does.

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Every claim on this page is something running now, not a roadmap. Ask to see any of it.