

FORTE

GTM Strategy & Execution

before Sarajevo



Alper Yurder

GFP 2.0 | Swiss EP Western Balkans | GTM kick off | 26 August 2026

What you leave with

Three answers. By the end of this session plus your one to one, you have all three written down.

1

One

A value proposition for market access

One sentence. Said out loud, to a stranger, in the room, without a slide.

2

Two

One priority target

Investors, corporate customers, or ecosystem partners. One, not three. Three is how you come home with nothing.

3

Three

Three numbers you are going to hit

Ten pipeline meetings. One investor conversation. One unpaid pilot customer. Pick your own, write them down.

Write all three down before you leave the room. Not after. Before.

Strategy first, then a real campaign hub on screen

Nothing in here is theory. Every point has a client behind it and I will name them.

0 to 7 min	Why outbound is one box out of twelve	The frame
7 to 22 min	ICP, message, offer	Everything upstream of a reply
22 to 37 min	The list, the sources, the campaign rules	The meeting engine
37 to 47 min	Partner mapping	Borrowed trust in a market that does not know you
47 to 55 min	Live walkthrough of a real client campaign hub	What good actually looks like
55 to 60 min	Your snapshot, your one to one	Homework with a date on it

Ex-SaaS founder, 3x CRO, founder of Forte Growth



1

Co-founded Flowla

Scaled to \$1M ARR with zero paid ads. Founder brand and content engine did the work.

2

Zero to one GTM and market entry, three times

One IPO, one exit. \$60M+ closed across five startups as CRO and Head of Sales.

3

15+ years

Consulting, edtech, hrtech, market entry, B2B SaaS and GTM leadership. Bain, Accenture, MindGym, General Assembly.

4

100+ startups advised

VC and accelerator portfolio advisor. Swiss EP, Tenity, Antler, NatWest, EIF, Plug and Play, Entrepreneur First, Techstars.

5

Built the Forte Growth System

Implemented across 10+ startups, generating \$15M+ in pipeline.

B2B Sales & marketing is complex



Mix is essential

- Some channels are scalable, others non-scalable. You need both to generate volume *and* build trust.
- Find your growth loop
- Discover the repeatable loop, then scale it cost-effectively.

One size fits noone

\$10K ACV B2B SaaS isn't the same as \$20/seat PLG. The recipe changes.

	PLG / Low-ACV	Sales-led / Mid-ACV (\$10–50K)	Enterprise (\$100K+ ACV)
Email	Volume play - drive sign-ups	Invitations to webinars/events, not cold meetings	Almost never cold - account-based, personalised
Outbound	Less critical - PLG carries the load	Critical - narrow + warm beats broad + cold	Account-based, multi-thread, slow burn
Founder brand	Trust + virality, build in public	Essential - buyer Googles you between every touch	Critical - founder visible in buyer's space
Cadence	High volume, fast iteration	2 scalable + 1 non-scalable per quarter	Slow, high-touch, multi-stakeholder

The narrower the river, the faster the flow. The more you try to be everything to everyone, the more you lose.

You need both volume & marketing to generate leads, build trust, find repeatability

Scalable Channels

- Outbound sales systems
- Content marketing engine
- SEO and organic growth
- Paid advertising channels

→ Outbound to generate volume +
test message-market fit

Non-Scalable Tactics

- *Founder brand*
- *Guerilla marketing*
- *Trust building activities like posts*
- *Visibility activities like webinars, events*

→ Marketing to build: Visibility +
Trust + Credibility

PART 1

Outbound is one box out of twelve

You are about to spend six weeks and a trip to Sarajevo on this. Start by knowing what you are actually missing.

GTM is more than sending 1,000 emails and hoping for a meeting

Outbound

Sends messages. Does not build trust.

AI

Scales what works. Does not fix what does not.

GTM

Is what makes both possible.

- Outbound works best when it is combined with inbound.
- Trust is the basis of sales. Your job is to build growth loops that scale trust.
- You need visibility, credibility, authority and volume. Not one of the four.
- Treat your go-to-market like your product. Test. Iterate. Improve.
- You no longer need to hire five people and wait six months. AI helps, when the system underneath is right.

Each channel has one job it does brilliantly

LinkedIn posts? “Lead gen.”

Cold email? “Lead gen.”

Events? “Lead gen.”

DMs? “Lead gen.”

Reddit comments? “Lead gen.”

No wonder nothing compounds.

Each channel has one job it does brilliantly at the early stage. And each one feeds the other when they run in parallel.

The Channel-Purpose Matrix			
	Awareness	Trust	Conversion
LinkedIn Posts	✓	✓	
LinkedIn DMs			✓
LinkedIn Comments	✓	✓	
Cold Email	✓ SCALE		
Events/Webinars		✓	✓
Founder Brand	✓	✓	✓

Before you build agents, decide which channel does what in your lead gen workflow.

Leads do not come from volume. They come from three layers working together

1

Outbound activation

The meeting engine

Right message to right ICP. Angles tested and iterated. Inbox managed so you book fast. A tracker so you learn from every interaction. This is where the SDR lives.

2

Trust, visibility and brand

The echo chamber

LinkedIn profile as landing page. Active posting. Founder brand. Engagement with target accounts. Social proof. Events. When prospects check you out, they find someone real, active and credible.

3

Feedback and compounding

The learning loop

Call recordings feed content. Objections feed messaging. Content feeds trust. Trust feeds reply rates. The system gets smarter every week.

If one layer is missing, meetings drop. We install all three as one system.

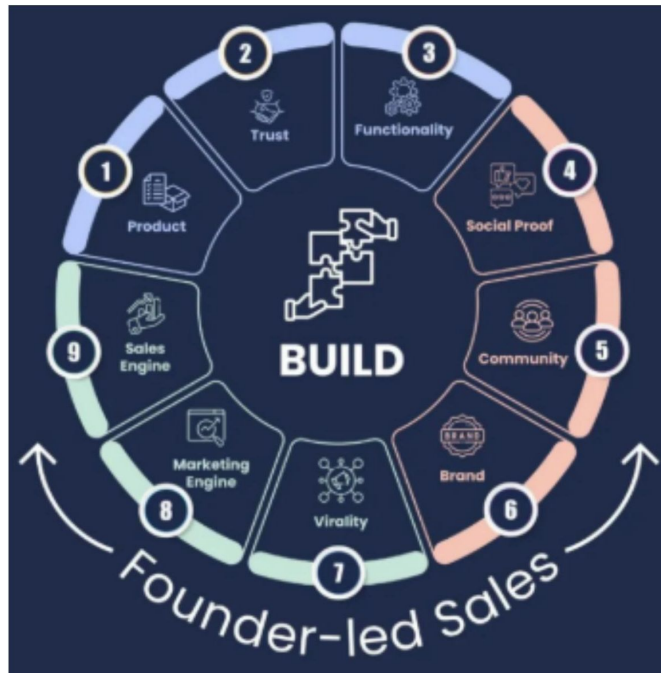
It takes 8 to 12 touches before someone pays attention



- 1 Email lands (awareness)
- 2 They view your profile (curiosity)
- 3 You connect on LinkedIn (door opens)
- 4 They see one of your posts (trust starts)
- 5 Follow-up email (you are still there)
- 6 You comment on their post (warmth)
- 7 Another post they see (more trust)
- 8 A DM with something useful (conversation starts)
- 9 They mention you to a peer (borrowed trust)
- 10 They land on your site and it says who it is for
- 11 They meet you at an event
- 12 They book

This is why one-channel approaches fail. The system is the strategy.

As a founder you are expected to build all of this. Simultaneously. Alone.



1 GTM strategy and weekly execution

2 Lead generation and sales system

3 CRM and tracking

4 Outbound

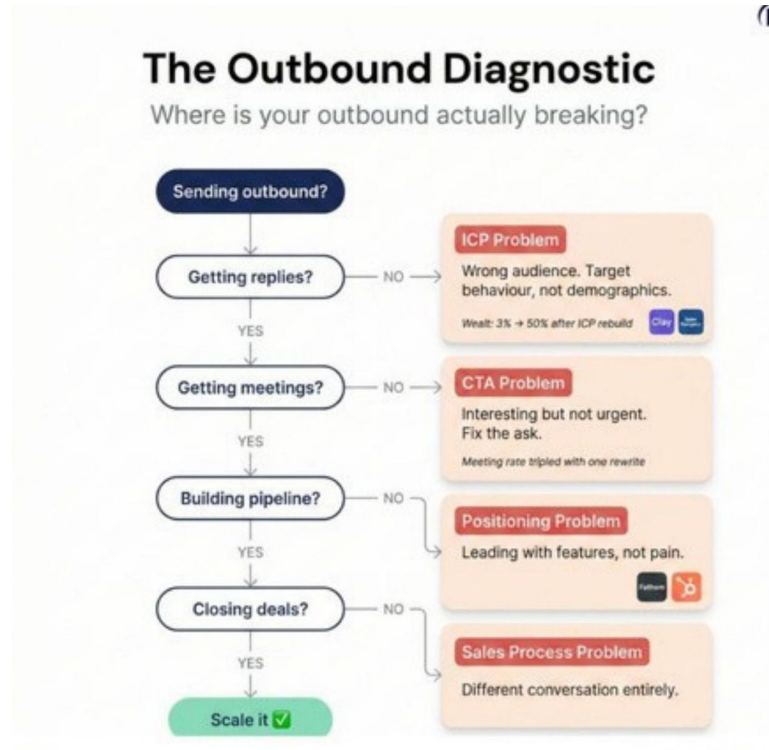
5 Inbound engine and brand

6 Commercial ops

No playbook. No roadmap. Figure it out whilst building product, managing cash and trying not to burn out.

Where is your outbound actually breaking?

Same starting point, four different answers. Follow the no's down and you land on the thing to fix, which is almost never the sentence.



1 ICP problem

Sending, no replies. Wrong audience, wrong stage, targeting built on demographics.

2 CTA problem

Replies, no meetings. Interesting but not urgent. Nothing in the ask makes today the day.

3 Positioning problem

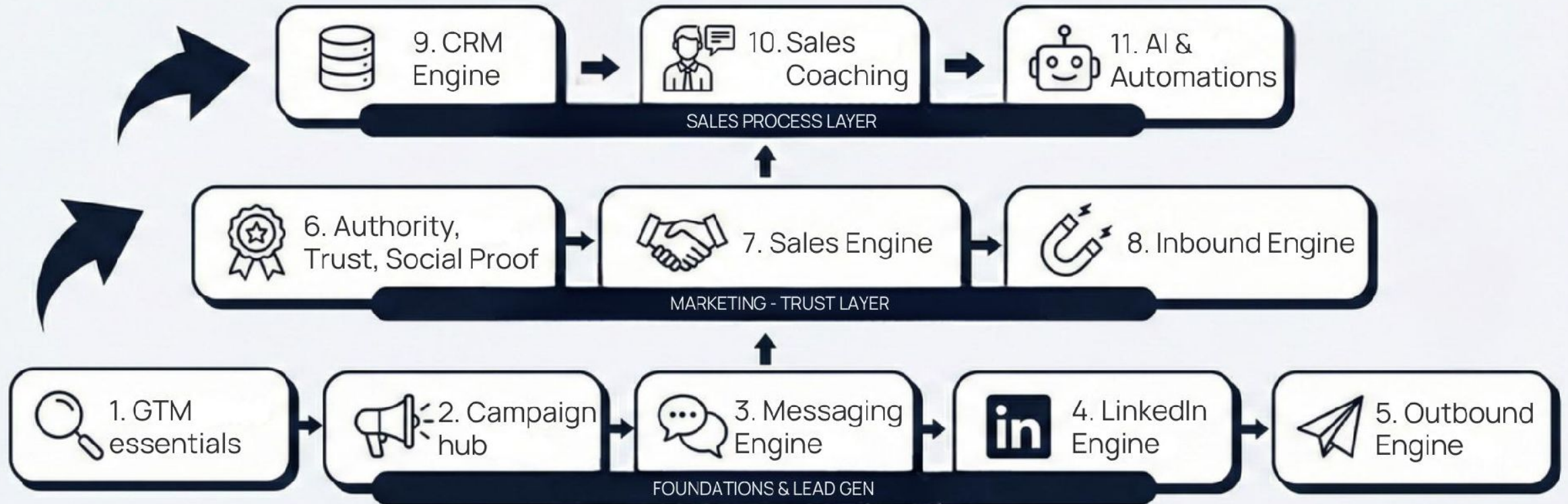
Meetings, no pipeline. Leading with features rather than the problem they feel.

4 Sales process problem

Pipeline, no closes. That is a different conversation entirely, and a different fix.

Four symptoms, four different fixes. Most founders rewrite the message regardless.

THE GTM ENGINE STACK: Forte Growth System



Alper Yurder

Follow for more GTM tips!



company/growforte
in/alper-yurder



fortegrowth.co

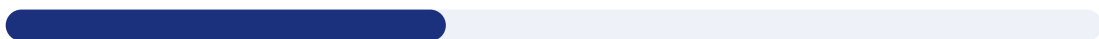


SAVE - SHARE

Score your market entry across 10 GTM pillars

Every B2B GTM engine has the same ten components. Score yourself in the new market and you find where it breaks.

1. Strategy and GTM essentials 4/10



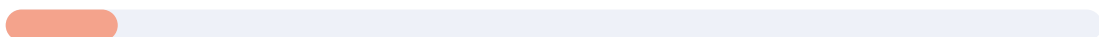
3. Outbound and demand generation 7/10



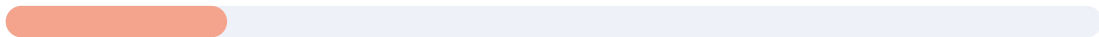
5. Credibility assets and proof 2/10



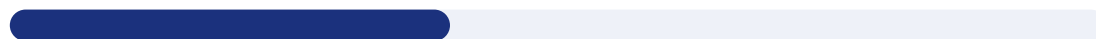
7. Trust network and distribution 1/10



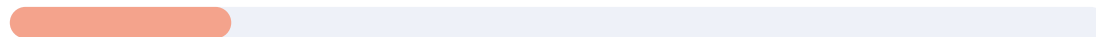
9. Learning loop and compounding 2/10



2. ICP and persona precision 4/10



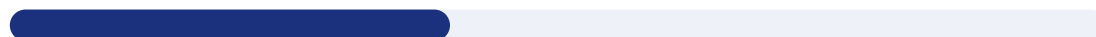
4. Founder brand and visibility 2/10



6. Content and marketing engine 2/10



8. Sales process and conversion 4/10



10. Team, capacity and ownership 5/10



The four lowest pillars here all do the same job: creating awareness and trust upstream of outbound. Building that cluster is what gets a new brand meetings in a new market.

Twelve boxes. Most founders tick three.

☐ A written ICP	☐ A positioning line you can say in one sentence
☐ An offer with a price	☐ A founder profile you post to weekly
☐ A website that says who it is for	☐ A content calendar
☐ Fifty named prospects	☐ An outbound tool actually sending
☐ A sales process with stages	☐ A CRM someone updates
☐ A record of every campaign you tested	☐ A person whose job this is

The GTM Clarity Tracker
31 components. 180 days. One page.

Component	Your Plan	30 Days	60 Days	90 Days	180 Days
STRATEGY					
Mission					
Revenue Goal					
Product					
ICP					
Persona					
CHANNELS					
GTM Motion					
Loop					
Message & Positioning					
90-Day Focus					
Scalable					
Non-Scalable					
CONTENT & BRAND					
Thought Leadership					
Lead Magnets					
Content					
LinkedIn Calendar					
Credibility					
VISIBILITY					
Authority					
Relations & True Fans					
Visibility					
Proactive vs Reactive					
Revenue Architecture					
OPERATIONS					
Product Goal					
Sales Goal					
Marketing Goal					
Website					
Sales Process					
Outbound Priorities					
Admin & Finance					
MISSION CRITICAL					
1. Outbound Engine Running					
2. Focus: 1 Product, 1 ICP, 1 Problem					
3. Consistency: Weekly System					

If you can't fill in a row — that's your priority.

Alper Yurder, June 21

Outbound is one box out of twelve. Fix only that one and you are polishing the tip while the rest sits under the water.

Two hubs, two depths

GTM HUB

Positioning · Content · Founder brand · Events · Partners · Sales process · CRM · Learning loop · Ownership

CAMPAIGN HUB

Everything involved in getting a meeting

The inner box is the one most founders ask us to fix.

Campaign hub

Everything involved in getting a meeting: ICP, list, offer, message, channels, the tests you run and the record of what happened. This is the part you can run yourself in six weeks, and it is what the rest of this session is about.

GTM hub

Everything above and around it: positioning, content, founder brand, events, partners, sales process, CRM, the learning loop, and the person who owns it.

Most founders ask for the campaign hub. What is usually broken sits in the GTM hub. That is why the diagnosis comes before the build.

PART 2

ICP, message, offer

Everything upstream of a reply. Get these three wrong and no amount of volume saves you.

Six things that decide your reply rate before you type

1

Listen to 20+ sales calls

Real customer language goes into your messaging. Not your language.

2

Keyword research

Reddit, competitor reviews, support tickets, ChatGPT. Stop guessing what they call the problem.

3

Behavioural ICP, not demographic

And write the anti-ICP down. Three characteristics that disqualify a prospect.

4

List building

Garbage in, garbage out. The list is the strategy.

5

The offer

Book a demo is not an offer. It is a tax on the prospect.

6

Awareness-stage match

95% of your list is not ready to buy today. Write for where they actually are.

The narrower the river, the faster the flow.

Two tests for your ICP

TEST ONE

Can you name twenty real companies in your segment right now, without research?

If not, what you have is a description, not a target.

TEST TWO

Are you sending the same sentence to a 20-person company and an 80-person company?

Different buyer, different motivation, wasted on both. Zero to 50, 50 to 100, 100 to 500. Three different people.

The anti-ICP

Then write your anti-ICP. Three characteristics that disqualify a prospect, so you can say no in a week rather than a month.

Same product. Same list. Different pain.

2%

Reply rate before

20%+

Reply rate after

0

Changes to product or list

BEFORE

“We put AI into customer comms.” Vendor language.
Abstract. Nothing a buyer feels in their week.

WHAT WE BUILT

Listened to real customer calls first and rewrote the
opener in the operational language buyers already use.
Nothing else moved.

AFTER

“How many calls did your office miss last week?” Specific.
Operational. Their words, not ours.

The product did not change. The list did not change. The sentence changed.

95% of your list is not ready to buy

BEFORE

One message, one ask, book a demo, sent to everybody on the list. A demo request is not an offer. They pay with their time before they know you are worth it.

AFTER

Messages written per awareness level, with a low-friction front-end offer instead of a meeting request. A teardown. A checklist. A fifteen minute diagnostic. Something they can accept without making a decision.

16

We run 16 message angles across awareness stages. Most founders arrive using one and cannot tell me which.

Sometimes the diagnosis is that nothing is broken. Scale what works.

28%

Reply rate

\$200K to \$600K

Pipeline

90 days

Elapsed

BEFORE

One ask, sent to everyone. Meetings arriving unpredictably, nothing repeatable underneath.

WHAT WE BUILT

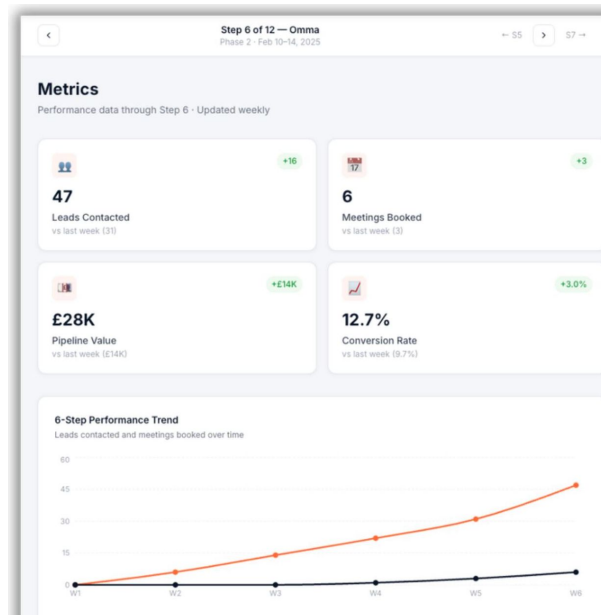
Rebuilt the offer per awareness stage with a low-friction front end. Once it converted, we doubled the prospect list and layered cold email in parallel to LinkedIn using the same proven angle.

AFTER

Meetings booking weekly. Deals closing. Same angle running on two channels.

Diagnosis was stop optimising, scale. That is only visible if you measured the first version properly.

OMMA, with every part of the engine switched on



Weekly metrics. Leads contacted, meetings booked, pipeline value, conversion rate. Reviewed every week, not every quarter.

Omma interim tracking CRM

Click the **Open** button in the first column to expand and add notes.
Click **Table** to toggle between views.

Name	LinkedIn	Role	Company	Contacted	Next Step	Status	Notes
ban	linkedin.com/in/_6x109/	Founder & CEO @ CineTech Aut	December 29, 2025	January 5, 2026	Contacted	Currently 1st MSG	
anad Al Khader Al Baghdadi	linkedin.com/in/_17163/	Projects Management at Delta 9	December 29, 2025	January 5, 2026	Contacted	Currently 1st MSG	
/SAMAH	linkedin.com/in/_6x114/	Co-Founder at Hessa Abdullah	December 29, 2025	January 5, 2026	Contacted	Currently 1st MSG	
za	linkedin.com/in/_b8121/	Executive Director Middle East	December 29, 2025	January 5, 2026	Contacted	Currently 1st MSG	
T Kurian	linkedin.com/in/_91922/	General Manager at Green TSI	January 13, 2026		Interested	SEND RESOURCE	
mani	linkedin.com/in/_91922/	Executive Manager	January 13, 2026		Interested		
Zahli	linkedin.com/in/_N3D1N3D/	Chief Business Officer	December 16, 2025	December 5, 2025	Interested		
aja KHAN	linkedin.com/in/_4039/	Managing Director			Interested		
Bodaria	linkedin.com/in/_67356/	Founder and CEO at Panacor Te	December 24, 2025		Interested	SEND RESOURCE HERE	
lingh	linkedin.com/in/_a7925/	Managing Director - AVISS LLC	December 29, 2025		Interested	SEND RESOURCE HERE	
.	linkedin.com/in/_h9q94/	General Manager at Modern Ara	December 29, 2025		Interested	SEND RESOURCE HERE	
Alousa	linkedin.com/in/_6x312/	Executive Manager at AMCO Te	January 13, 2026		Interested	SEND RESOURCE HERE	
Faris	linkedin.com/in/_41958/	Managing Director at triv digital	December 29, 2025		Interested	SEND RESOURCE HERE	
.	linkedin.com/in/_25878/	Business owner at Enicas Sourc	December 29, 2025		Interested	SEND RESOURCE HERE	
F Nagib	linkedin.com/in/_538a8/	Founder & CEO at Milestones fo	December 29, 2025	January 5, 2026	Interested		
F Hussainy	linkedin.com/in/_4899/	Product Manager at Jadwaa	January 8, 2026	December 8, 2025	Interested		
Kamal	linkedin.com/in/_kamal/	Business Development Manager			Not Interested		
miakin	linkedin.com/in/_y9k9/	Managing Partner, Business Dev			Not Interested		
Santorio	linkedin.com/in/_N3D1N3D/	Commercial Director at Horizon			Not Interested		
ter	linkedin.com/in/_p9ter/	General Manager/Business Man	December 29, 2025	December 5, 2025	In Discussion		
aid	linkedin.com/in/_1a9d/	Co-Founder & Managing Partne			Booked Co		
Y Z	linkedin.com/in/_1099/	Managing Director at Architech			Booked Co		
Imento	linkedin.com/in/_1ment/	Managing Partner at ALMOE Gr			Booked Co		
Outati	linkedin.com/in/_neesh/	Executive Director - Channel En			Booked Co		
ir	linkedin.com/in/_47019/	General Manager at Sonic Elect	January 18, 2026		Booked Co	did not join the call	

The working CRM. Every prospect, their status, their next step. Built in Notion before anyone paid for a CRM.

The 28% reply rate did not come from a cleverer sentence. It came from all of this running at the same time.

PART 3

The list is the strategy

Most founders start at step five of five. That is the mistake.

The five-step list build, in order

01

Warmest first

Anyone you have ever spoken to. Ever.

02

Lurkers

Profile viewers and post engagers.

03

Competitor followers

They already care about the category.

04

Signal-based

Fundraises, hires, role changes, job postings.

05

Cold ICP

Last. Only after the first four are exhausted.

30%+

Connect rate

6%+

Reply rate

15%+

Reply to meeting

Benchmarks to hold yourself to. If step five is where you started, none of these will be true.

Behavioural ICP, not demographic

“Founders who took risks” beats “£500K+ earners”. Same list size, completely different reply rate.

WHAT YOU FILTER ON NOW

- Job title
- Headcount
- Industry
- Location

WHAT ACTUALLY PREDICTS A REPLY

- Past risk-taking
- Life transitions
- Buying patterns
- Public intent

Every one of those four signals is findable. Clay, Apollo, Ocean, Sales Navigator, Claude.

Demographics tell you WHO they are. Behaviour tells you HOW they buy.

The ICP Behaviour Framework

The mindset shift

✗ Demographics

- Job title
- Income level
- Company size
- Industry

✓ Behaviour signals

- Founded a company
- Had an exit
- Stock just vested
- Changed careers

Behaviour signals to look for



Past risk-taking
(started a business, joined early-stage startup)



Life transitions
(exit event, job change, promotion)



Buying patterns
(already purchased similar solutions)



Public intent
(posting about the problem, engaging with competitors)

Where to find these signals

Clay

- Enrich with LinkedIn history
- Crunchbase funding
- Job changes

Apollo/Ocean.io

- Filter by past companies
- seniority changes
- tech stack

Sales Nav

- Past company filter
- years in role
- career path

Claude

- Analyse patterns
- build scoring criteria
- write personalised outreach

Demographics tell you WHO they are. Behaviour tells you HOW they buy.



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Follow for more GTM tips!



company/growforte
in/alper-yurder



fortegrowth.co



Continue reading on the next page!

The message was not broken. The list was.

Under 5% to 40%+

Reply rate

£750K

Pipeline

200

Named prospects, not 2,000

BEFORE

Every private equity firm we could find. Over 100 messages to “£500K+ earners”. Reply rate under 5%. The ICP was wrong by category, not by wording, so rewriting was never going to fix it.

WHAT WE BUILT

Rebuilt around behaviour instead of demographics. Only firms with a risk function. The people who actually carry this problem.

AFTER

Replies above 40%, 20 meetings booked, £750K of pipeline from 200 named prospects rather than 2,000 strangers.

Same message. Different list. Everything changed.

Where the list comes from decides the reply rate.

17

Meetings booked

53

Leads

30 days

After six months of silence

BEFORE

Six months of cold ICP lists and nothing to show for it.
Starting at step five of five.

WHAT WE BUILT

Went up the ladder instead. Warmest, then lurkers, then competitor followers, then signals. In this case we scraped the NatWest Accelerator cohort, a room these founders already belonged to.

AFTER

17 meetings booked in under 30 days, 53 leads, from a room where the trust already existed.

Borrowed rooms beat cold volume. Every time, in a market that does not know you.

Two angles, out of sixteen

01

The trigger

Something just changed at their company: a raise, a hire, a departure, a new regulation. You are relevant this week rather than relevant in general.

02

The peer proof

Someone they consider a peer already did the thing. You are borrowing their judgment instead of asking for trust you have not earned yet.

There are fourteen more in the framework: awareness-level variants, the teardown offer, the anti-pitch, the referral opener, and so on.

Unaware variant · Problem-aware variant · Solution-aware variant · Most-aware variant · The teardown offer · The checklist offer · The diagnostic offer · The anti-pitch · The referral opener · The mutual-connection opener · The competitor-switch angle · The cost-of-inaction angle · The event follow-up · The reactivation angle

You do not need sixteen. You need two that fit your buyer, tested against each other, with the result written down.

Complex product, unaware buyers, three plausible theories about who it is for.

3

Hypotheses run in parallel

1

Campaign database

Weekly

Review cadence

BEFORE

A genuinely complex product and buyers with no awareness the category exists. The usual move is to argue about it in a meeting, pick one, send for a month and learn nothing you can point to.

WHAT WE BUILT

Ran all three in parallel. Each with its own persona, message and volume. Every one of them written down in a single campaign database and reviewed weekly.

AFTER

Three months later the answer to “did we ever try that persona” is a row in a table, not a shrug.

Without that record, the learning loop does not exist. You are just sending.

Every test lives in one database

Scattered outbound, FOMO, spam. Nobody can say what was tried.

Organised, informed campaigns. Test, iterate, learn, repeat.

The screenshot shows a dashboard titled "Campaigns we're running". It features a table with columns for GTM Motion, Channel, Sender, Status, Date, Number, and Campaign Name. The table lists various campaigns with their respective details and status (e.g., In progress, Paused, Finished, Not started).

GTM Motion	Channel	Sender	Status	Date	Number	Campaign Name
Partnerships	Instantly	Tolga	In progress	April 14, 2026	149	MENA linkedin non-responders re-target via email
Partnerships	Instantly	Tuba	In progress	April 10, 2026	90	Infocomm LATM
Partnerships	LinkedIn	Tolga	In progress	April 8, 2026	142	08.04.2026 Sales Titles - Indian SI, 1-50, SalesNav DigSign&ResellerKeyw - 2nd pe
Partnerships	LinkedIn	Tolga	In progress	March 26, 2026	180	26.03.2026 CEO,Owner,GM - India SI, 10-50, Apollo Lookalike&DigSignKeyw
Partnerships	LinkedIn	Tolga	In progress	March 18, 2026	27	CEO,Owner,GM - Egypt SI, 1-50, Apollo Lookalike&DigSignKeyw
Partnerships	LinkedIn	Tuba	Paused	March 26, 2026	130	26.03.2026 CEO,Owner,GM - India SI, 1-10, Apollo Lookalike&DigSignKeyw
Partnerships	LinkedIn	Tuba	Paused	March 24, 2026	42	CEO,Owner,GM - CIS SI, 1-50, Apollo Lookalike, NoKeyw
Partnerships	LinkedIn	Tolga	Finished	March 9, 2026	111	CEO,Owner,General Managers - SalesNav India Accounts, 1-50, Dig Sign & Reseller
Partnerships	LinkedIn	Tolga	Finished	January 19, 2026	207	Sales Managers, Directors - MEA SI, 1-50, SalesNav Dig Sign&ResellerKeyw - 3rd pe
Partnerships	LinkedIn	Tolga	Finished	January 1, 2026	90	Pure Managers, Directors - MEA SI, 1-50, SalesNav DigSign&ResellerKeyw - 2nd pe
Partnerships	LinkedIn	Tolga	Finished	November 24, 2025		CEO,Owner,General Managers - MEA Accounts, 1-50, Dig Sign & Reseller Keyw
Partnerships	Multi-channel	Tuba	Not started			Sales team old contact re-activate

THE STACK BEHIND IT



The real thing: GTM motion, channel, sender, status, date, volume and the campaign name. One row per test, reviewed weekly.

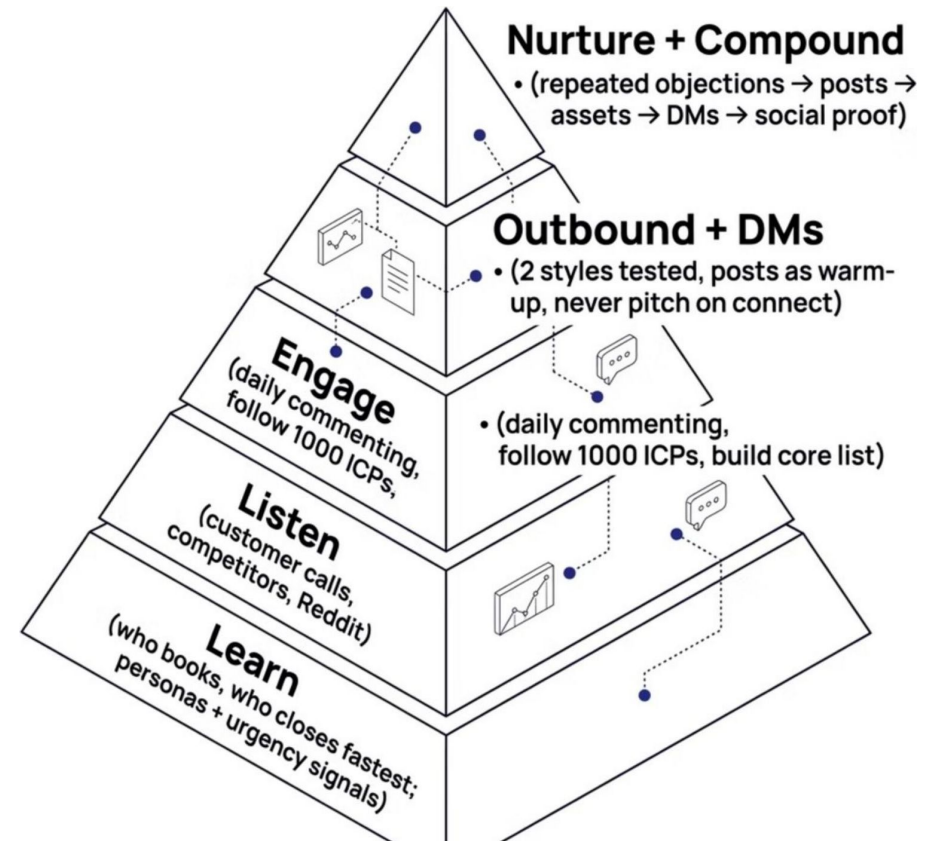
If a campaign is not in here, it did not happen. This is the difference between running outbound and learning from it.

How leads actually become customers

Nobody converts tomorrow. They convert after being exposed to you enough times, in enough places, that saying yes stops feeling like a risk.



- Five stages of awareness. Most of your list is in stage one or two. A demo request assumes stage five.
- The pyramid tells you how to separate cold, warm and hot, and how to move them through over time.
- This is what a CRM is actually for. The moment you have ten or more leads in motion, it stops being optional.



Getting the reply is the easy half. Everything on this slide is the half that decides whether it becomes revenue.

PART 4

Partner mapping

In a market where nobody knows you, borrowed trust moves faster than earned trust. It is the only kind that moves inside six weeks.

A partner is someone with an audience of your ICP

Not someone who buys from you. That is a customer. Different conversation, different ask.

1 Corporate and bank innovation arms

They have a mandate to meet startups and a list of business units who need you.

2 Accelerators and programmes

Including this one. The angel networks in this room, the cohort, the summit audience.

3 Local integrators and consultancies

Already sitting inside your buyer's projects, already trusted.

4 Communities where your buyer already talks

Slack groups, WhatsApp groups, LinkedIn groups, meetups.

5 Data and infrastructure players

Anyone touching the same workflow from a different angle.

For each one, answer two things: what audience do they own, and roughly how many.

Influence the influencers

Cold outbound to strangers fails. Cold outbound to people who have heard about you from someone they trust is the unfair advantage.

1

Peer groups and communities

WhatsApp, Slack, LinkedIn groups where your buyer already is. Be present. Add value. Get talked about.

2

Creators and opinion leaders

Find the 20 to 30 people your buyer follows. Engage. Build the relationship. Eventually they mention you.

3

Review sites

G2, Capterra, Reddit, Product Hunt. When buyers research you, you need to exist there.

4

Podcast and content collabs

Run one, invite buyers and peers. Guest on others. Co-author guides.

5

Earned content and PR

Buyers and peers writing about you publicly. Testimonials in search. Case studies that get shared.

Peers refer peers. Creators legitimise. Communities amplify. This is how you get bought instead of needing to sell.

Never explore synergies. Always name the thing.

NEVER

- “Let us explore synergies.”
- “Happy to jump on a call.”
- “We should collaborate.”

ALWAYS

A specific free thing, for a specific number of their people, with a date on it.

THE TEMPLATE

I would run [a specific free thing] for [number] of your [founders, clients, members] in [month], no obligation on them or on you.

Now: name one real partner and write your ask in one sentence. Two of you read it out.

Founder brand is the unfair advantage

1,000+

Leads generated

From a founder-only content strategy

3x

Engagement rate

Compared to the company page

52

Weekly posts

Consistency is what compounds



Sales Therapy: the podcast I ran at Flowla. Buyers and peers as guests, every episode a reason to talk to someone I wanted to know.

People buy you before they buy your product. A founder's brand builds trust faster than any company page.

The trust layer, built without a marketing budget

1M

Views on the influencer almanac

52 influencers shared it for free

10x

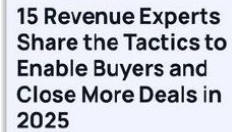
Blog views, compounded over a year

SEO, no paid ads

5K

Downloads

Expert roundups and lead magnets



15 Revenue Experts
Share the Tactics to
Enable Buyers and
Close More Deals in
2025

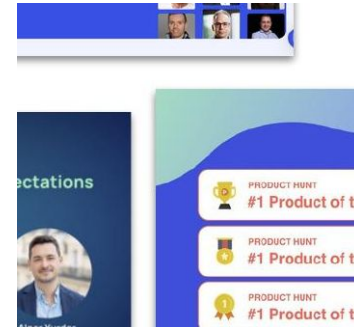


Expertround-up
How to Enable
Buyers & Close
More Deals

Expert roundups. Fifteen revenue leaders in one piece, all of whom then shared it.



Webinars and panels. Buyers on stage next to you, not in your inbox.



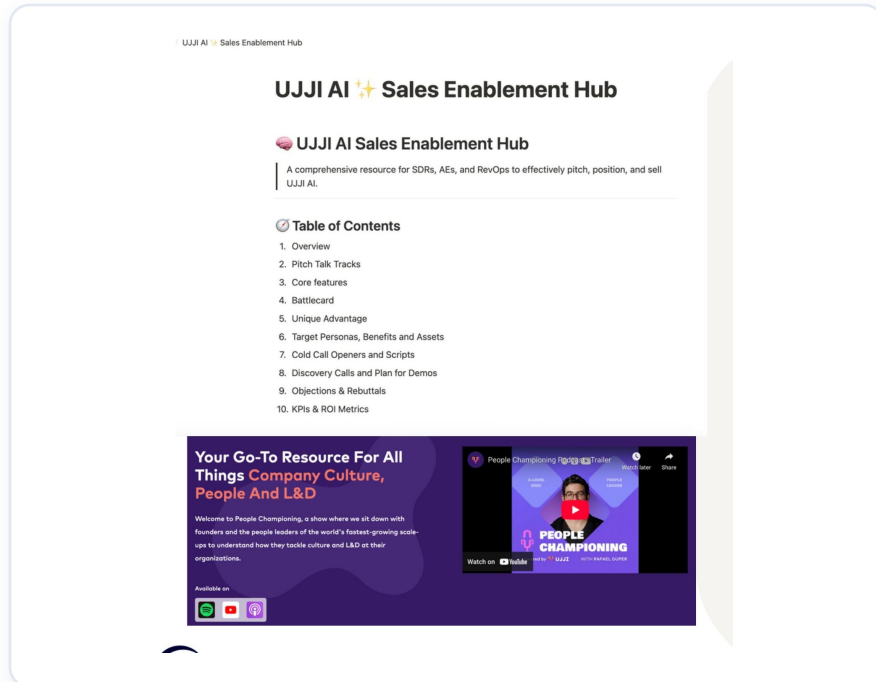
Product Hunt. Three badges in a week, all of it borrowed attention.



Press in the new market. Coverage a local buyer would actually see.

None of this is a paid channel. All of it is trust you can point at when a stranger googles you.

Founder brand and a podcast, not a bigger list.



The sales enablement hub we built for Ujji. Pitch tracks, battlecard, personas, objections, KPIs. The team still runs off it.

10 to 15

Inbound leads a month

+\$200K

ARR in six months

0

Paid ads

BEFORE

Strong product vision, no demand generation. Rafael needed visibility, leads and a path to larger deals, fast and founder-led.

WHAT WE BUILT

Built Rafael's founder brand on LinkedIn with sharp content and storytelling. Designed a podcast to boost authority and reach. Rebuilt sales messaging, discovery and enablement, and put the whole thing in a sales hub the team keeps using.

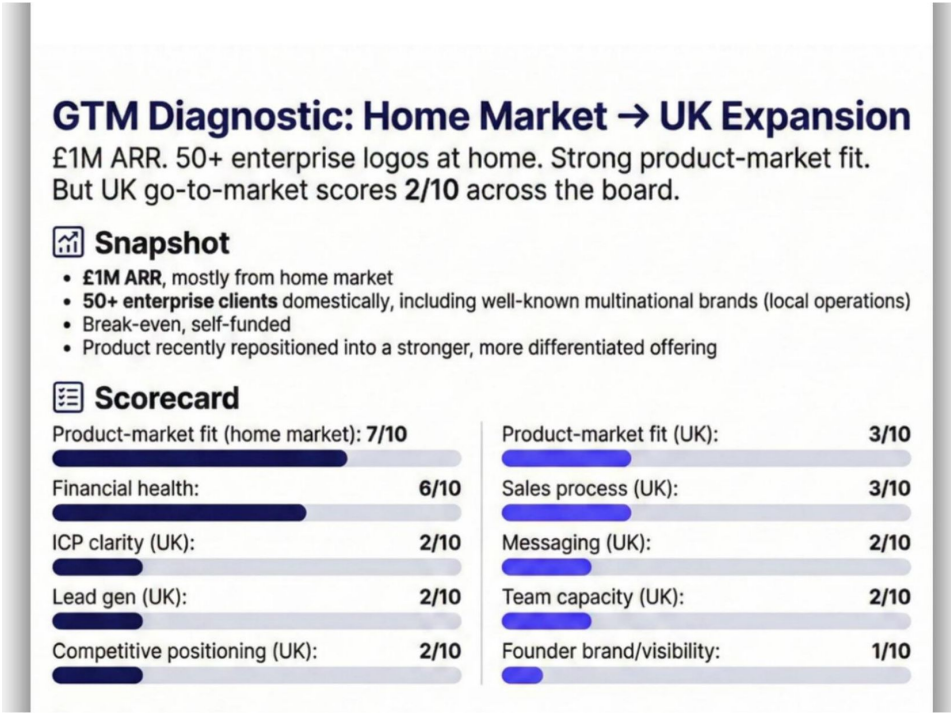
AFTER

Inbound leads arriving monthly from founder content. Product refocused on the sales persona. Warm investor interest off the back of visible traction.

The list did not get bigger. The reason to reply did.

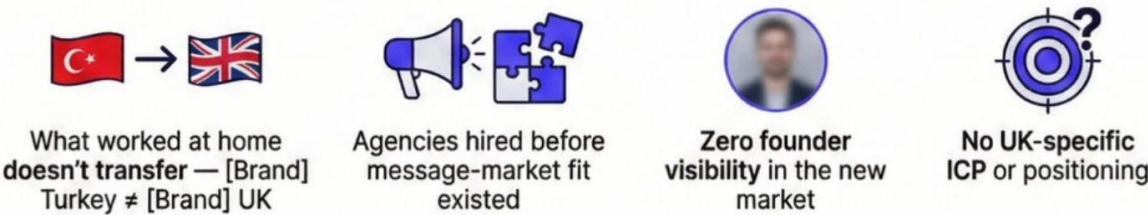
Trust does not travel

£1M ARR at home. 50+ enterprise logos including multinationals. The new market would not move. Home 7 out of 10, new market 2 out of 10 across the board.



“We sell to Nike and Decathlon at home. Nobody cares about us here.”

Why UK Isn't Working



WHERE IT BREAKS

- ICP clarity · home segments never tested in the new market
- Messaging · the local pitch was never rebuilt
- Founder brand · neither founder posts on LinkedIn
- Lead gen · agency stalled, no internal owner
- Competitive positioning · no articulated wedge vs incumbents
- Paid ads · £10K+ spent before message-market fit

The Fix



Trust does not travel. What got you to \$1M at home may not get you to £100K here.

£0 to £1M

UK revenue

1,000

Named buyers, not 10,000 emails

Bi-weekly

Test cycle

BEFORE

In France growth came through relationships, first network, PR and a lack of competition. We entered the UK with the same PR-heavy approach. Paid features, visibility plays. It did not convert.

WHAT WE BUILT

No deep understanding of where UK buyers consume information, how trust is built, or who influences decisions. So we rebuilt all three. Targeted 1,000 key buyers instead of 10,000 strangers. Tested messaging, channel and ICP in parallel, every two weeks. Went to the same events, appeared in the same publications, built referral loops in-app and in person.

AFTER

£0 to £1M in the UK, on the back of the trust layer rather than the volume.

GTM does not travel. Trust resets to zero in every new market. Plan for that before you book the flight.

PART 5

The campaign hub

Everything above, in one place, for one client. This is what we are about to look at on screen.

The campaign hub

Not a strategy document. A working surface the founder opens every Monday.

THE FOUNDATIONS

- ICP and anti-ICP, written down
- Positioning in one sentence
- Offer ladder by awareness stage
- 16 message angles, live
- Named prospect list with its source

THE ENGINE

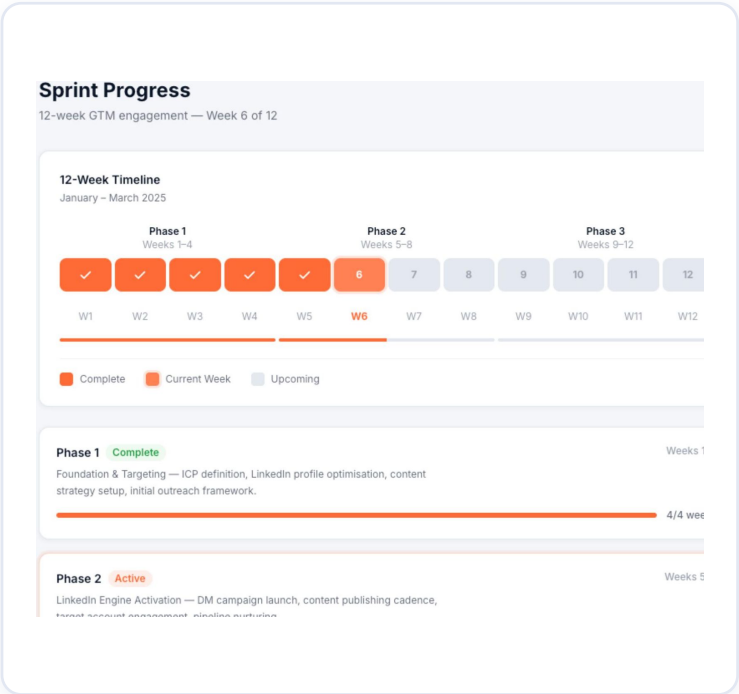
- Sequences by channel
- LinkedIn and email infrastructure
- Inbox management and booking
- Content calendar feeding trust
- Events and partner asks

THE LOOP

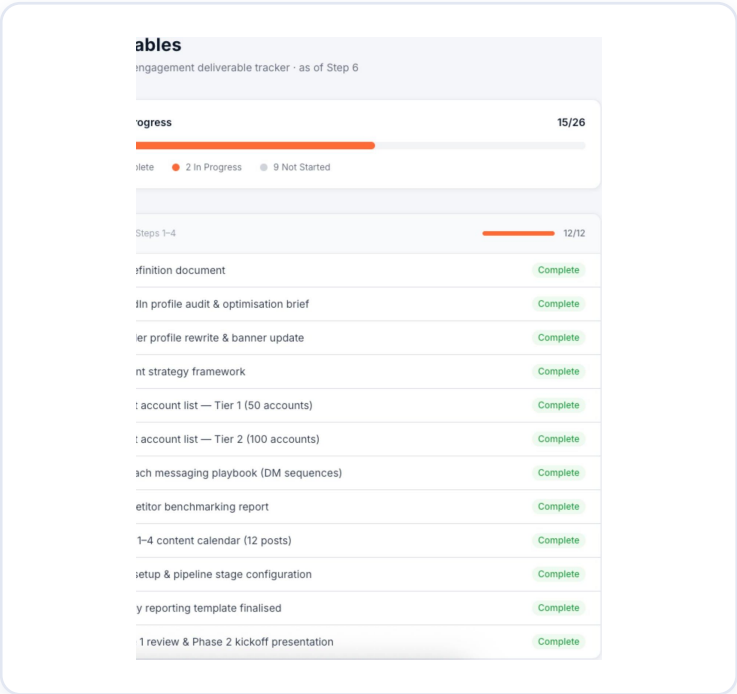
- Campaign database, every test logged
- Weekly numbers, one tracker
- Call recordings feeding messaging
- Objections feeding content
- What we kill, what we scale

If a campaign is not in the database, it did not happen. That is the whole difference between running outbound and learning from it.

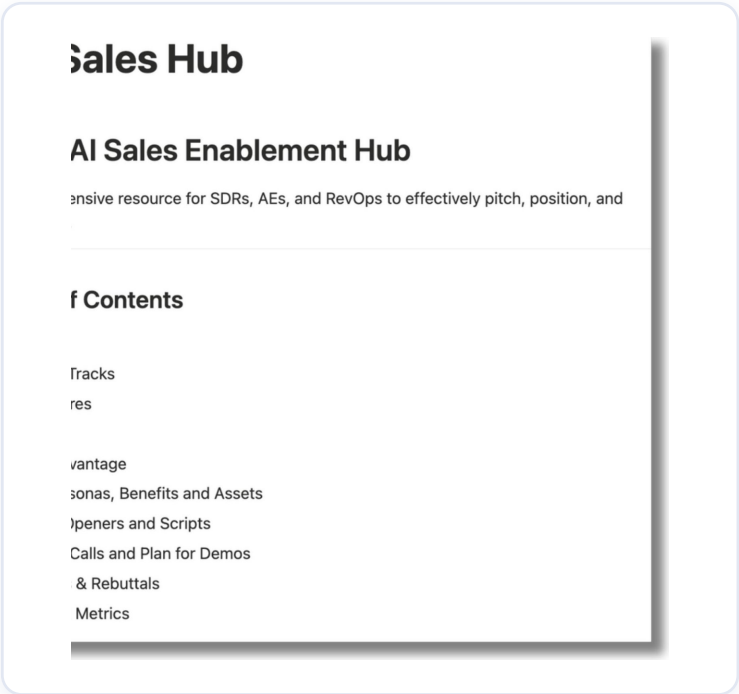
The campaign hub, for real



The sprint tracker. Twelve weeks, three phases, and exactly where you are in it.



The deliverables board. Every asset, ticked off or not. No debate about what was promised.



The sales hub. Pitch tracks, personas, objections, KPIs. Yours to keep when we leave.

You own everything in here. If you need me forever, I have failed.

Three things to watch for while I click through this

1

Where the list came from

Every prospect on screen has a source next to it. Warm, lurker, competitor, signal, cold. That column predicts the reply rate better than the copy does.

2

How many angles are running

Not one message being polished. Several angles running in parallel, each written for a different awareness stage.

3

What got killed last week

The database only earns its keep if things come out of it. Watch what we stopped, and why it was obvious.

Ask me anything while it is open. What are you seeing in your own replies right now?

PART 6

Your turn

Six weeks. One summit. Here is what happens between now and Sarajevo.

Your number, worked backwards

Pick one outcome, not a list. Ten pipeline meetings. One investor conversation. One paying pilot.

THE COLD ROUTE

At the benchmarks on the earlier slide, 30 per cent connect, 6 per cent reply, 15 per cent of replies becoming a meeting, ten meetings needs thousands of contacts. Six weeks, one founder, no team: it does not happen.

THE WARM LADDER

Two hundred named people you have an actual reason to reach, at the reply rates you saw on the Wealt slide, is ten to twenty meetings. Same outcome, a fraction of the volume.

50

named contacts a week, for four weeks

Contacted

Replied

Meeting

Three numbers tracked and nothing else.

The event is a channel, not a day out

1

BEFORE YOU FLY

Twenty names off the attendee list, ranked against your ICP, one sentence each on why you want them. Message the top ten before the event and ask for fifteen minutes there, not a demo.

2

IN THE ROOM

Open with their problem, not your product. One sentence on who you help and what changes for them, then a question. Nobody buys standing up, so do not pitch standing up.

3

THE ASK BEFORE YOU WALK AWAY

Never “let us stay in touch”. Either a time in the diary, an introduction to someone specific, or permission to send one specific thing.

4

AFTER

The same week or it never happened. Everything into the same sheet: who, what was said, what you promised.

Your snapshot, in two parts

It takes about fifteen minutes. I read every one before we speak, so the session is about you and not about definitions.

Part one: the whole engine

8 questions

- ☐ Who is your ICP, in writing?
- ☐ What do you say you do, in one sentence?
- ☐ What are you doing for trust, credibility and visibility?
- ☐ What is on your LinkedIn profile right now?
- ☐ What does your website say, and who is it for?
- ☐ Which events are you at between now and Sarajevo?
- ☐ Do you have a content calendar?
- ☐ Whose job is this?

Part two: your outbound

6 questions

- ☐ Do you have a prospect list? How many names, and where from?
- ☐ What is your offer, in the first message?
- ☐ Which angle are you using, and why that one?
- ☐ Which channels, and who runs them?
- ☐ Do you have email infrastructure set up?
- ☐ Where do you record what you tested?

Fill it in and we spend your thirty minutes on the specific thing holding your conversion back.

The next six weeks

This week, on your own

Twenty companies from your list checked by hand. One message rewritten. Two partners contacted with the real ask. All of it in one sheet. No tools, no sequences.

This week, from me

The snapshot form lands in your inbox. Fifteen minutes. Fill it in before we speak.

Every week from here

Thirty minutes with me, one to one, every week. We look at what you sent and what came back, and fix the one thing that matters most.

Before Sarajevo

You walk in with a value prop, one priority target, three numbers and a named list of who you are trying to meet.

Book your 1-2-1 with me. Link is in the chat. Take a slot before you close this tab.

Run it yourself, or run it with us

Run it yourself

All of this is doable solo if you commit five to seven hours a week.

- Month 1: lock the essentials. Do not post or send anything yet.
- Month 2: two to three posts a week. Daily commenting. First DMs.
- Month 3: add email. Build two case studies. Weekly call review.
- Month 4: spot what is compounding. Double down.

Most founders do not. They are in eight things at once.

Run it with us at Forte

- Senior operators, not coaches. 25+ engines built.
- My SDR and marketing person join your team.
- Bi-weekly review rhythm.
- You own everything we build. Playbooks, templates, processes.
- Replaces three to four failed hires.
- Leads by month two.

If you need me forever, I have failed.

Three answers before Sarajevo

- 1 Your value proposition for market access, in one sentence.
- 2 One priority target. Investors, corporate customers, or ecosystem partners.
- 3 Three numbers you are going to hit at the summit.

Book your 1-2-1 and comment on the post, both links in the chat | fortegrowth.co | linkedin.com/in/alper-yurder

FORTE