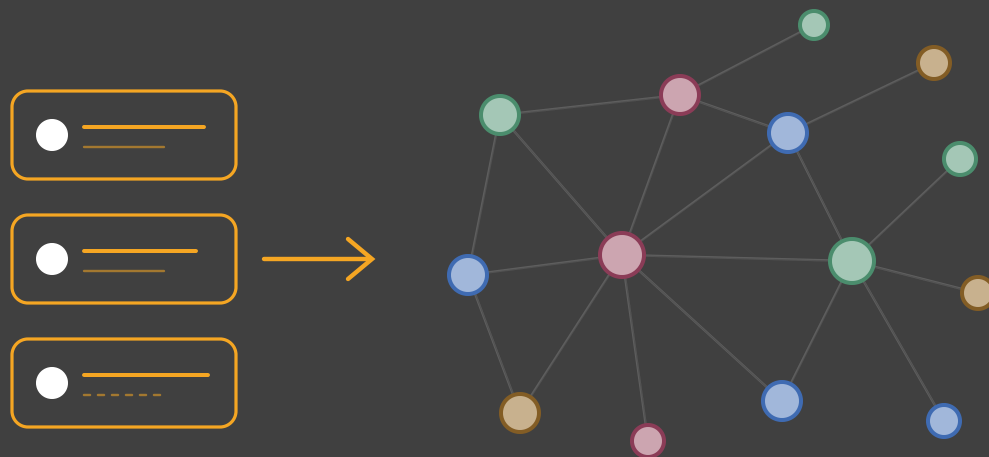




# The perpetual revenue engine for enterprise GTM teams.



AI THAT WORKS FOR SELLERS  
NOT SELLERS WHO WORK FOR AI

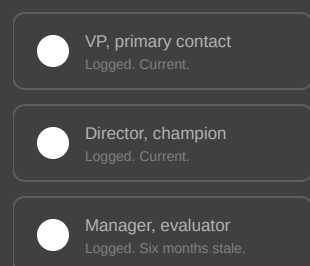
What Agentive is, why the enterprise selling model broke, where it sits in the stack and the value it returns. Written for revenue, finance and executive leadership.

# The modern enterprise deal is decided by a room your CRM never shows.

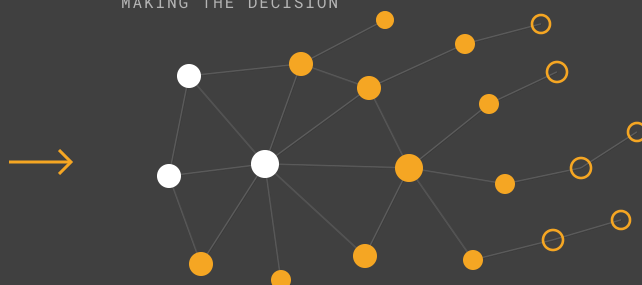
Enterprise purchases are no longer decided by one buyer. The average B2B purchase decision is now shaped by 13 people inside the buying company and as many as 9 more outside it: consultants, advisors and peers your team will never meet. Gartner puts buying groups at 5 to 16 people across as many as 4 functions. Your CRM typically shows you 2 or 3 of them.

That gap is not a data problem. It is a forecast risk. A deal can look healthy in the pipeline while the seller is connected to one person out of 20. When that one contact goes quiet, the deal stalls. Most of those stalls are invisible until the quarter closes without them.

## IN YOUR CRM



## MAKING THE DECISION



Solid: in the building. Outlined: outside advisors. Amber: invisible to CRM.

## THE ROOM CRM SHOWS VS THE ROOM THAT DECIDES

# 13 + 9

Internal stakeholders plus external influencers shaping the average B2B purchase, rising for complex deals. Forrester, The State of Business Buying, 2026.

# 86%

Of B2B purchases stall at some point in the buying process. Forrester, The State of Business Buying, 2024.

# 2 or 3

Members of that group a typical CRM record actually shows. Illustrative.