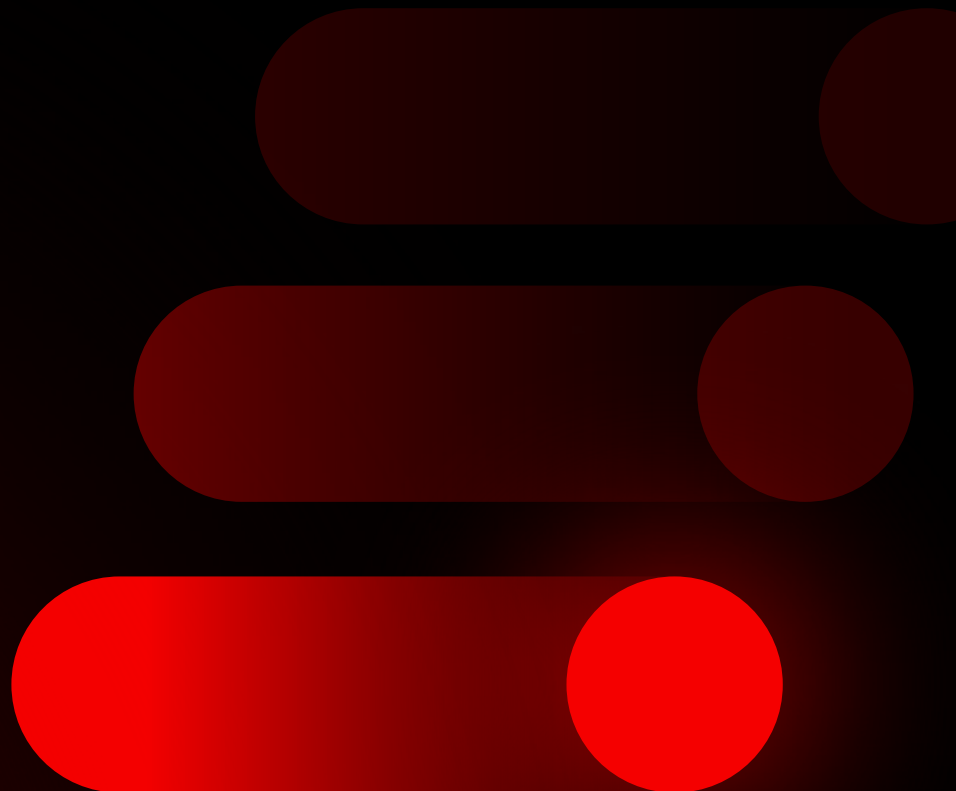




Orchestrating Your Revenue System for Today's B2B Buyer

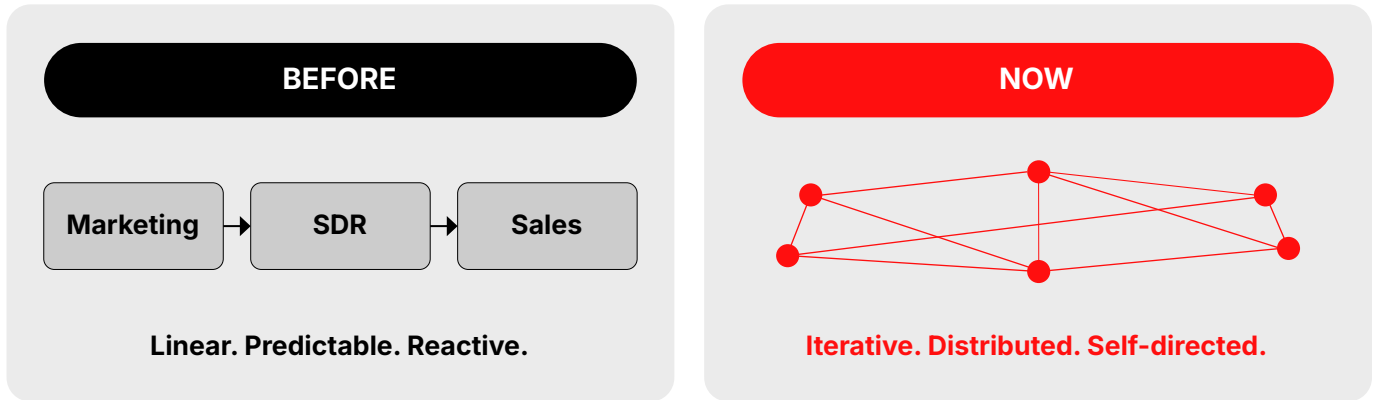
A strategic guide to signal-driven revenue orchestration



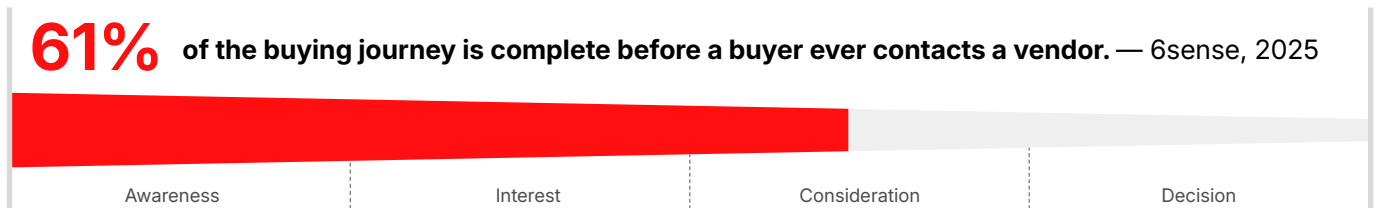
Introduction

For years, B2B revenue teams operated around a deceptively simple story: marketing generates demand, SDRs qualify leads, sales closes deals. Prospects move through the funnel. Teams measure conversion at each stage. Operators optimize from there.

It was a useful way to structure internal functions. But it was never a perfect reflection of how buying actually happened.



The [2025 6sense Buyer Experience Report](#) estimates that buyers typically contact vendors when they are roughly **61% through the purchase process**. By that point, most of the evaluation has already happened.



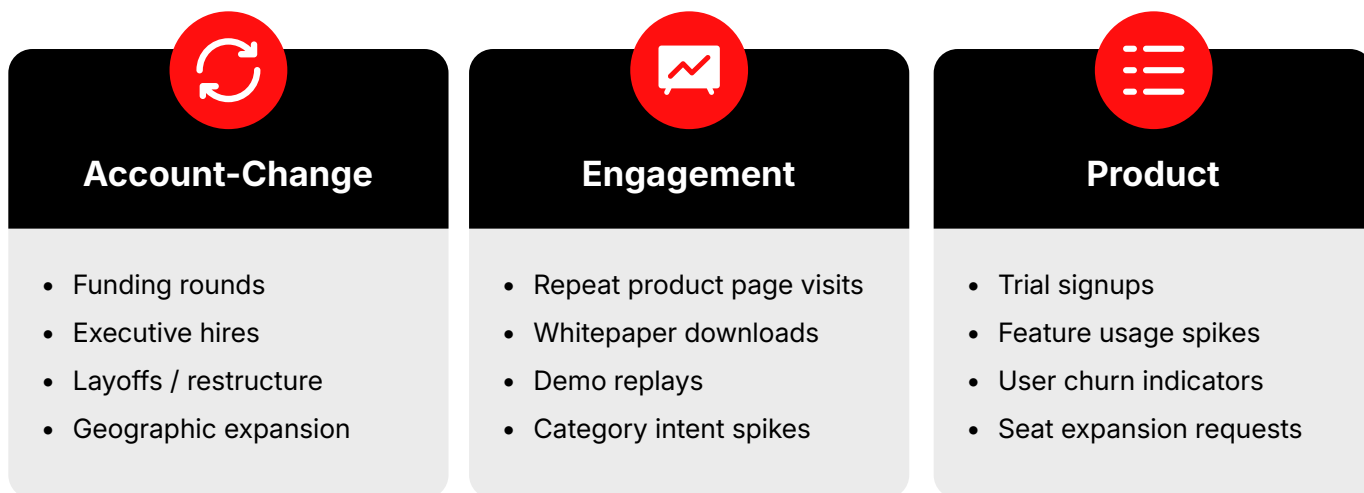
[AI hasn't simplified the buyer journey](#). It's made it observable earlier. That shift is forcing organizations to rethink not just their tactics, but how they orchestrate their entire revenue system.

Signal-Driven Orchestration Is Replacing Stage-Driven Funnels

The funnel organized work around stages. A better model for today's market is signal-based orchestration — observable changes that suggest an account's needs or priorities may be shifting.

Any single signal can be noisy. In combination, they often tell a clearer story.

The signals worth tracking fall into three categories:



Modern enrichment tools and AI make it easier to detect and connect these signals at scale. Although AI can't read intent perfectly, revenue teams can spot meaningful patterns sooner and build account-level context before a formal buying stage begins.

“Data is insufficient. The power of AI is to make context out of all that data. That’s the superpower.”

Gary Survis, Operating Partner, Insight Partners

When a hiring surge coincides with trial activity and category research, the probability that an account is evaluating solutions increases. That gives revenue teams a chance to engage before the window closes, but only if the system is designed to orchestrate that intelligence into the right action at the right time.

Orchestrate Workflows Before You Redesign Roles

When companies adopt new technology, they often start with the most visible move: changing the org chart. New titles appear, teams get reorganized, and everyone expects the tools to solve the coordination problem. That rarely works. Here's a more structured approach.

1 Workflow	2 Roles	3 Org Structure
Re-engineer how signals become decisions and actions	Define who owns each step once the workflow is clear	Change the chart only after workflows and roles are set

“ AI’s impact is really about rebundling work. It starts with workflow, then it goes to roles, then it goes to org structure. You don’t want to move too quickly to change your org structure if you haven’t re-engineered your workflows.”

Gary Survis, Operating Partner, Insight Partners

Keep What Works. Inject Intelligence Where It Matters.

You don’t have to replace the revenue stack to redesign the revenue system. For most organizations, the CRM remains the system of record. Sales engagement platforms are still the primary interface for sales teams. What changes is the orchestration layer behind them: consolidated enrichment, automated research, prioritization models, and routing logic.

Stay the same	<ul style="list-style-type: none"> • CRM (system of record) • Sales engagement platform 	<ul style="list-style-type: none"> • Marketing automation • Trusted team workflows
The orchestration layer	<ul style="list-style-type: none"> • Consolidated data enrichment • Automated account research 	<ul style="list-style-type: none"> • Prioritization & scoring models • Signal-to-action routing logic

The goal: Sales teams barely notice anything changed, except their account context is richer and their time is better spent.




A High-Impact Starting Point: Consolidate Your Data Architecture

Most revenue teams carry a patchwork of overlapping providers: multiple contact databases, two or three enrichment vendors, several intent feeds. That creates duplicates, conflicting signals, and a general distrust of the data itself. A short, focused program creates an early win:

- 1 Audit** | Map every data feed and identify overlaps across providers
- 2 Define** | Set canonical matching and enrichment rules for all records
- 3 Build** | Build a single enrichment pipeline feeding your scoring models
- 4 Govern** | Set monthly data quality KPIs and review them consistently

Competitive Advantage Belongs to Those Who Move Fastest

The tools are available to everyone. The difference between winning and losing isn't access to AI. It's speed of implementation and the discipline to keep improving. The gap between organizations that succeed and those that struggle comes down to three things:

 Skills The team's depth of AI and GTM capability	 Bandwidth Capacity to build and evolve, not just maintain	 Speed How fast you implement and keep implementing
---	--	---

That's why high-performing organizations are moving toward subscription-based GTM services. Work expands: the in-house team that launched the system gets consumed by maintaining it, leaving no capacity to evolve it. Treating AI-enabled GTM orchestration as infrastructure is how the companies building durable advantage stay ahead.

Treat Your Revenue System as Living Infrastructure

Strong revenue organizations don't treat transformation as a milestone. Scoring models get versioned. Workflow changes get tested. Results get evaluated in defined cycles. Conclusions from three months ago get revisited, because at the pace AI is evolving, a tool you dismissed last quarter may be genuinely worth reconsidering today.

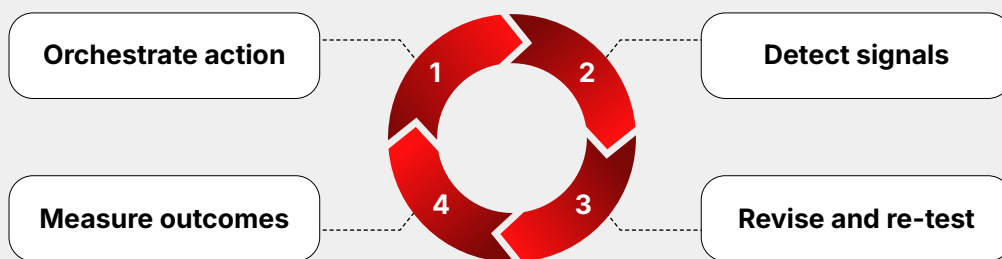
“ The concept of transformation used to be finite. Organizations that are going to be the most successful are going to embrace that we are in a new era of continuous transformation. You're not done ever.”

Gary Survis, Operating Partner, Insight Partners

Patrick Spsychalski, Co-Founder of The Kiln, shared what this looks like in practice. One of The Kiln's clients, Sendoso, structures their organization around curiosity: no penalty for trying something that doesn't work, no attachment to approaches that stop performing. They launch one to two experiments per week, and their CEO actively sends campaign ideas to test.

That combination of agility and revisitation discipline, paired with a 90-day review cadence, is what separates the organizations pulling ahead from the ones that plateau.

The 90-day cadence that separates leaders from laggards



Growth. Orchestrated.

GTM engineering is where signal intelligence becomes revenue motion. That's why 2X acquired The Kiln, to bring that capability inside the embedded engine, where it belongs. If your team is ready to build a revenue system that acts on buying signals before your competitors do, that's the conversation we want to have.

[Explore GTM Services](#)