Agentive

CFO WHITE PAPER

THE FINANCIAL CASE FOR AGENTIC GTM

The CFO Case for Agentive in Enterprise GTM

THESIS · BUY THE REVENUE TEAM, DON'T BUILD IT

How Agentive lowers GTM operating cost, increases sales capacity, and accelerates AI adoption for companies above $1B in revenue.

Enterprise GTM teams are under pressure to do more with less. Buying a pre-built, purpose-built agentic AI revenue team is financially superior to funding fragmented, bespoke AI experiments internally. This is the model, the math and the payback.

BUILT FOR THE OFFICE OF THE CFO

See the value case on your own GTM cost base.

beagentive.ai/try

AGENTIVE

the perpetual revenue engine

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THE CFO EQUATION HAS CHANGED

AI moves from a productivity feature to a margin, capacity and conversion lever.

Sales and marketing costs remain structurally high, buyer journeys are more digital, and pipeline conversion is inconsistent. Many revenue teams still depend on expensive human labor for repetitive work: prospect research, account mapping, CRM enrichment, personalization, sequencing, qualification, coaching, proposal support and deal execution. Instead of bolting AI onto disconnected tools, Agentive provides a ready-to-use AI revenue team that automates and optimizes GTM workflows across sales, marketing, RevOps and deal execution.

THE CONSERVATIVE ENTERPRISE OPPORTUNITY

$4.5–12.5M
Annual operating cost savings across SDR, BDR, research, RevOps, demand gen and enablement.

10–25%
Increase in effective sales capacity by removing low-value admin from AEs and managers.

5–15%
Improvement in pipeline conversion through targeting, personalization, follow-up and coaching.

6–12 mo
Faster realization versus bespoke AI development. The agents and workflows already exist.

WHY THIS MATTERS NOW

AI is shifting from individual productivity to autonomous and semi-autonomous business execution. Gartner predicts that by 2028, AI agents will outnumber sellers by 10 to 1, becoming deeply embedded in sales workflows, while warning that productivity gains depend on operating-model redesign, not tool adoption alone. McKinsey's 2025 State of AI research finds marketing and sales among the functions where companies most often report AI use and revenue gains, with 32% expecting a workforce reduction of 3% or more due to AI. BCG describes the shift toward augmented, assisted and autonomous selling, where agents qualify demand, prioritize leads, nurture prospects and handle standardized touchpoints so humans focus on judgment.

> **The CFO decision is not whether AI will impact GTM. It is whether the company captures value quickly through a proven agentic system, or spends 12 to 24 months funding internal experimentation, integration work and partial adoption.**