

Fictional exchange. Companies, people, operational inputs, interviews and reviews are invented. Updated 18 September 2026. Listed attachments are rendered pages in this PDF, not native downloadable files.

Recommendation: use a guided trial before funding either growth proposal

FROM IQ256 | iq256.com/contact
TO Laura Fenndahl, CEO, MarbleKestrel Systems B.V. <laura.fenndahl@marblekestrel.example>
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Hello Laura,

Do not launch open self-service or hire the additional sales team now. Compare a 21-day Guided Decision Trial with the current demo in a controlled matched cohort. Keep one alignment session, automate preflight, limit work to one decision, and cap customer-specific effort at six hours per guided account.

Prospects are not blocked by too few demos. They stall before their information becomes usable and decision-relevant. More sign-ups create abandoned uploads; more sellers create more demos. Neither fixes the transition.

Assign at least eight matched pairs in 30 days, enroll 20 guided and 20 control accounts by day 45, and observe each for 90 days. This fictional exchange illustrates an Expert Assignment and a five-business-day delivery. The three attached perspectives are simulated examples, not reviews performed by real contributors. IQ256

ATTACHMENTS (3)

- **IQ256_Recommendation_Guided_Trial.pdf**

MarbleKestrel Systems B.V. | Expert Assignment

01
- **Simulated_Capability_Perspectives.pdf**

Three simulated perspectives illustrating separate review before synthesis

02
- **Thirty_Day_Guided_Trial_Launch.xlsx**

One matched growth experiment with precommitted decision rules

03

Launch a 21-day Guided Decision Trial

MarbleKestrel Systems B.V. | Expert Assignment

Fictional worked example: scenario inputs, calculations and proposed actions.

DECISION

Compare 20 qualified Guided Decision Trials with 20 matched current-demo controls. Do not launch open self-service or hire more sellers now.

Simulated positions before synthesis

Capability	Independent position	Material disagreement
Enterprise product activation	Guided trial, 14 days, no fee	A longer window may normalize delay
Procurement transformation	Guided trial, 21 days, decision and data owners	Fourteen days ignores permission timing
Revenue operations and services economics	Guided trial with EUR 1,500 credited fee	Free guidance may hide acquisition cost

In this illustration, all three simulated perspectives reject immediate self-service and sales hiring. The synthesis compares the fictional funnel and competing explanations, checks the calculations, and proposes a 21-day window, no fee for the first measured cohort, a six-hour effort cap, and a matched control. No human contributors or trial participants were engaged for this sample.

Do now

- Accept accounts with a live decision, decision owner, and access to an identified data source. Secure data-owner approval inside the guided path.
- Hold one 75-minute alignment session and use an eight-field data template.
- Automate data preflight and produce one risk map within five business days after usable data arrives.
- End with one 30-minute decision review and cap total effort at six staff hours.
- Assign at least eight matched pairs in 30 days and all 20 pairs by day 45.

Do not do now

- Do not open confidential uploads to anonymous or unqualified users.
- Do not build complete self-service onboarding.
- Do not hire four sellers and another solutions engineer.
- Do not accept custom integrations, scoring models, or unrestricted analysis in the trial.

GOVERNING CONSTRAINT

The critical transition is not visitor to demo. It is generic understanding to usable customer data and a decision-specific result.

Observation	What it supports	Label
254 of 312 completed a demo	Demo capacity is not the first bottleneck	Supplied
Only 98 supplied usable data	Largest loss occurs after demo	Calculated
Buyers cite permission and definitions	Activation includes organizational coordination	Supplied
7 of 83 beta accounts reached a live map	Current open self-service fails the transition	Supplied
Guided proofs performed better	Guidance is promising	Supplied
Guidance caused the difference	Selection prevents a causal conclusion	Unknown

Planning comparison: supplied estimates; IQ256 estimate for guided

Question	Open self-serve	More sales	Guided trial
Addresses permission and ownership	No	No	Directly tests it
Customer-specific value	Only if user activates alone	Eventually	Designed around it
Evidence inside 30 days	Interface activity only	Recruitment activity only	Early activation and effort only
90-day allocated cost	EUR 150k	EUR 0	EUR 138k
90-day cash ceiling	EUR 55k	EUR 195k	EUR 32k
Full 12-month commitment	EUR 590k	EUR 640k	None before gate
Reversible after 90 days	Partly	Low	High
Human-effort risk	Hidden support	More commercial effort	Visible six-hour cap

Strongest case for self-service

Software can teach future prospects at scale, and the beta tested an unfinished flow. But spending EUR 410k before proving interface friction is the constraint is premature. Better tooltips do not grant data permission.

Strongest case for hiring sellers

Existing opportunities deserve follow-up. Yet 81% already receive a demo and the main loss follows it. More sellers push more prospects into the same stalled transition.

The guided route is not a budget compromise. It changes one measurable transition and reveals which work should later be automated.

The Guided Decision Trial

Common qualification before assignment

- 1. European manufacturer with 250-2,000 employees.
- 2. One supplier-risk decision expected within 90 days.
- 3. A decision owner agrees to review the result.
- 4. The required information exists in an identified internal data source.
- 5. No known custom production integration is required.

Randomly assign one account in each matched pair to the guided path and one to the current demo. The guided session then identifies the data owner and secures approval. Failure to obtain approval remains a guided-path failure.

Stage	Customer action	MarbleKestrel action	Budget
Qualify	Name decision owner, decision, and likely source	Confirm common fit and scope	30 min
Align	Bring data owner or secure approval	75-minute alignment	90 min incl. notes
Prepare	Upload eight fields	Template and preflight	60 min exceptions
Activate	Confirm mappings	Generate risk map	90 min
Decide	Review investigation	30-minute decision review	45 min incl. follow-up
Close	Buy or stop	Remove or convert workspace	30 min
Total			5h 45m cap

Scope, charge, and measurement

Scope: one decision, one legal entity, up to 5,000 supplier records, eight fields, standard risk logic, one saved investigation, one alignment session, and one decision review. No production integration, custom scoring, broad cleansing, legal advice, or executive deck.

Charge: no fee for the first 20 guided accounts. Introduce a EUR 1,500 credited fee only if more than four accepted accounts fail to attend or supply data without timely withdrawal.

Measurement: enroll 40 accounts within 45 days and form 20 pairs matched on six criteria: account profile, use case, value band, source, deadline, and sponsor strength. Randomize one account per pair before data-owner work. Observe every assigned account for 90 days from assignment, including no-shows and withdrawals in its original denominator. Freeze the process before assignment; a material confidentiality or access-control incident pauses intake and restarts measurement. Decide no later than day 135.

Economics, test design, and reversal

Resource	Maximum	Planning value
Engineering	2 people / 6 weeks	EUR 72k
Design	1 person / 3 weeks	EUR 14k
Customer-specific delivery	120 hours across all roles	EUR 18k
Shared security and privacy	30 hours	EUR 6k
Revenue operations	0.5 FTE / 135 days	EUR 42k
Tools + contingency	Hard ceilings	EUR 32k
Total	135-day planning ceiling	EUR 184k

The six-hour cap includes every customer-specific minute across qualification, alignment, sales, solutions, data exceptions, security support, review, follow-up, and administration. Shared product work and cohort-level instrumentation are excluded.

Scale only when privacy, total and median effort, activation, paid commitment, matched-control, and roadmap measures are all green. Every assigned account remains in its original denominator. The canonical dashboard is attached.

REVERSAL

Reopen self-service when 60% of 30 target-profile accounts can independently reach a relevant risk map within 48 hours with no material confidentiality or access-control failure.

Delivery record and remaining work

This fictional assignment is complete when the agreed review and documents are delivered and checked. Its business recommendations and future execution are separate from that completion.

Agreement	Boundary in this example
Delegated work	Diagnose the supplied growth funnel, compare three routes, integrate relevant perspectives, and design one bounded guided-trial experiment.
Work illustrated as delivered	A recommendation, three simulated capability perspectives, a launch plan and a canonical 135-day dashboard. No customer trial was run.
Completion checks	Reconcile the EUR 184k budget and 120-hour pool; keep equal 90-day account windows, assigned denominators, control logic and stop rules consistent.
Authority retained by customer	Laura retains the experiment decision, hiring, spending, prospect contact and data-access approvals. This assignment prepares the decision and plan; it does not launch the trial.
Remaining checks	Verify real funnel exports, cohort eligibility, data permissions and staff capacity; approve external contributor packets before sharing; measure the trial if commissioned.
Fee and timing	Illustrative scope; price and delivery agreed in the quote. Current service guide: iq256.com/what-we-do. This collection is a sample, not a package entitlement.
Business budget	The EUR 184k program ceiling, EUR 190k maximum and proposed trial charge concern the fictional customer, not the IQ256 fee.

Where human input is agreed, IQ256 selects, briefs, coordinates and pays contributors. IQ256 integrates the agreed work and performs baseline completion checks. Extra verification answers a specified additional concern. External information packets require explicit customer approval; no approval is needed for every internal step within the agreed mandate.

If scope, price, deadline, sharing or customer effort changes materially, agree the next course before exceeding the mandate. A recommendation may name one option while the customer retains the decision; permission to act or commit money is agreed separately.

Discuss a defined assignment

<https://iq256.com/contact>

Start with a short, non-confidential description. Initial human reply normally within 2-48 hours, distinct from the agreed delivery deadline.

Simulated capability perspectives

Three simulated perspectives illustrating separate review before synthesis

Fictional worked example: scenario inputs, calculations and proposed actions.

Illustrative process: IQ256 would select and brief the relevant contributors, obtain explicit customer approval for each external information packet, and ask contributors to form views before seeing other reviews. The three perspectives below are simulated; no such external review or sharing took place for this sample.

01 | Enterprise product activation

RECOMMENDATION

Use a guided activation path and build data preflight before complete self-service.

The first product investment should check the eight required fields, identify duplicate or unmapped suppliers, and tell the customer which internal owner must resolve each exception. Once 20 accounts complete one standard path, repeated questions can move into the product.

Disagreement and unknown

This reviewer favors 14 days, not 21, and no fee. The guided cohort is selected, so the evidence cannot prove that guidance caused higher conversion.

REVERSAL

If target accounts independently reach the risk map at high rates after preflight redesign, reduce or remove the human session.

02 | Procurement transformation

RECOMMENDATION

Use a qualified 21-day path. Make the data owner and decision owner part of entry.

Supplier identity, spend ownership, and criticality often sit with different teams. The 75-minute session is a permission and definition meeting, not product training. Its output is a responsibility map.

Disagreement and unknown

This reviewer rejects 14 days because a capable buyer may need ten business days to secure an export and approval. Interviews came from buyers who had already accepted a demo and may not represent low-intent inbound sign-ups.

REVERSAL

If supplier-data access becomes standardized or value can be delivered from public information, the permission meeting may become unnecessary.

03 | B2B SaaS revenue and services economics

RECOMMENDATION

Test the guided trial, but treat delivery effort as a product metric. Do not hire sellers until activation moves.

Six wins represent EUR 252k-EUR 576k new ARR using the supplied contract range; the average-contract case is EUR 387.6k. At 78% gross margin, the range contributes about EUR 196.6k-EUR 449.3k before acquisition and guided-delivery cost. That is a useful first-pass comparison with the EUR 184k program ceiling, not a complete payback forecast.

Disagreement and minority warning

This reviewer favors a EUR 1,500 credited fee from the first account. If fewer than six buy but decision owners report value, do not automatically extend the test; pricing, budget timing, or urgency may be the real issue.

REVERSAL

Hire more sellers only after activation passes and qualified accounts wait over ten business days for seller attention.

30-day launch and canonical dashboard

One matched growth experiment with precommitted decision rules

Fictional worked example: scenario inputs, calculations and proposed actions.

First 30 days

Day	Action	Done when	Limit
1-2	Name owner; freeze qualification and activation definitions	One accountable owner and CRM definitions	No metric changes mid-cohort
2-3	Approve data template and workspace rules	Eight fields + deletion path	No unrestricted upload
4-8	Build preflight and exception report	Every file returns pass, fix, or owner needed	Two-engineer cap
7-10	Instrument funnel and effort log	Account-level dashboard works; actual minutes logged by role	Revenue Operations owns it
8-10	Select first eight matched pairs	All 16 pass the same common gate	No executive override
11-27	Run guided work for eight assigned accounts	Risk map within five business days	Six-hour cap each
28-30	Audit effort, incidents, and assignment integrity	Written continue unchanged or stop	No in-cohort process change

Thirty_Day_Guided_Trial_Launch.xlsx

Canonical 135-day decision dashboard

Measure	Scale	Improve once	Stop
Material confidentiality or access-control incidents	0	0	Any
Risk map within 5 business days after usable data	14+ of 20	10-13	Under 10
Full activation	12+ of 20	8-11	Under 8
Paid commitment within 90 days of each account's assignment	6+ of 20	4-5	Under 4
Total customer-specific effort	<=120 hours	>120 to 160	>160
Median customer-specific effort	<=6 hours	>6 to 8	>8
Guided accounts above 6 hours	0	1-2; rework the process once	3+ initially, or any repeat after rework
Activation vs matched demo	>=10 percentage points better	Positive under 10 points	No improvement
Paid commitment vs control	Not lower	Not lower	Lower
Contracted roadmap or customer milestone slippage	None	None	Any attributable

Decision rules

- Scale: every green gate passes; then test the frozen process with the next 50 qualified accounts.
- Improve once: change only the largest friction, freeze the revision, and run one new matched cohort. Never mix process versions.
- Stop: pause after a material confidentiality or access-control incident, or return to the demo if any red threshold is reached.

Every account stays in its assigned group, including no-shows and withdrawals. An account that never supplies usable data fails the risk-map metric. Within that account's 90-day window from assignment, a qualifying paid commitment is a signed annual subscription or a non-refundable pilot of at least EUR 10k that converts to an annual subscription or ends within 60 days.

FINAL INSTRUCTION

Compare 20 guided buyers with 20 matched current-demo buyers using equal 90-day windows and a fixed 120-hour delivery pool. Everything else waits.