

The 90-Day GTM Playbook

+ International Market Entry Checklist

The exact week-by-week system Nexargate runs for clients:
ICP definition, positioning, outbound infrastructure, launch,
optimization, and cross-border market entry.

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Free resource. Share it, use it, steal from it - just execute.

How to use this playbook

This is the operating system behind the Nexargate 20-call guarantee. Every phase has a checklist. Do them in order - each phase compounds the previous one. Timeboxes assume one focused operator; double them if GTM is a side quest.

The one rule

Volume never fixes a targeting problem. If replies are silent, the ICP, offer, or message is wrong - not the send count. Fix upstream first. Everything in this playbook exists to enforce that order of operations.

What good looks like after 90 days

- ☐ A written ICP with tiered account list (not a vague persona slide).
- ☐ 6-8 warmed secondary domains protecting your main domain.
- ☐ Reply rate above 2% on cold outbound, positive-reply rate above 40% of replies.
- ☐ 20+ qualified meetings held with decision-makers matching the ICP.
- ☐ A CRM that shows sends, replies, meetings, and pipeline in one weekly view.

Phase 1 - Foundation (Weeks 1-2)

Skip this phase and every later phase gets slower and more expensive. The goal: know exactly who you sell to, why they buy, and what words make them reply.

ICP definition checklist

- ☐ List your 10 best current or past customers. Write what made them great: deal size, sales cycle, champion title, trigger event.
- ☐ Define firmographics: industry, headcount band, revenue band, geography, tech stack signals.
- ☐ Define the buying committee: economic buyer, champion, blocker - by title.
- ☐ Write 3 trigger events that mean 'buying window open' (funding round, new VP hire, tool migration, regulation).
- ☐ Tier accounts: Tier 1 (dream 50, manual research), Tier 2 (fits ICP, semi-personalized), Tier 3 (broad fit, light touch).
- ☐ Kill list: write down who you will NOT sell to. Refunds, churn, and support pain come from ignoring this.

Positioning & messaging checklist

- ☐ Complete the sentence: 'We help [ICP] achieve [outcome] without [pain] - unlike [alternative].'
- ☐ Write one messaging matrix per persona: pain, dream outcome, proof point, objection, one-line hook.
- ☐ Rewrite your homepage hero to match the winning message (the outbound test will tell you which one wins).
- ☐ Draft 3 offer variants to test: audit-first, guarantee-led, ROI-led.

Phase 2 - Infrastructure (Weeks 3-4)

Deliverability is won or lost before the first email sends. Never send cold volume from your main domain.

Sending infrastructure checklist

- ☐ Buy 6-8 secondary domains (yourbrand-hq.com, getyourbrand.com). Never the primary.
- ☐ Set up 2-3 mailboxes per domain. Real names, real photos.
- ☐ Configure SPF, DKIM, and DMARC on every sending domain - verify with a checker, do not assume.
- ☐ Warm every mailbox 2+ weeks with a warmup tool before any real sends.
- ☐ Cap volume: start 20-30/day per mailbox, ramp only while bounce rate stays under 2% and spam complaints at zero.

Data & list building checklist

- ☐ Build Tier 1 list manually: 50 accounts, 2-3 contacts each, researched triggers per account.
- ☐ Enrich and verify every email (bounce target: under 2%). Bad data burns domains faster than bad copy.
- ☐ Set up a personalization layer (Clay or equivalent): one researched line per Tier 1/2 contact.
- ☐ Route everything into the CRM on day one - leads that live in spreadsheets die in spreadsheets.

Phase 3 - Launch & Optimize (Weeks 5-8)

Sequences go live at safe volume. The first two weeks of replies are market feedback on your ICP and offer - read them like earnings reports.

Launch checklist

- ☐ 3-step sequence per persona: hook (problem + proof), value-add (insight or teardown), breakup (direct ask).
- ☐ Under 90 words per email. One idea. One CTA. Plain text.
- ☐ Send Tuesday-Thursday in the prospect's timezone; skip Mondays and Fridays until data says otherwise.
- ☐ Layer LinkedIn: view + connect Tier 1 prospects 2 days before their first email.
- ☐ Log every reply with a reason code: interested / not now / wrong person / unsubscribe / angry.

Optimization loop (run weekly)

- ☐ Reply rate under 1%? Change the offer or the ICP - not the subject line.
- ☐ Replies but no meetings? Fix the CTA and the follow-up speed (reply within 10 minutes wins).
- ☐ Meetings but no pipeline? Requalify - you are booking the wrong titles.
- ☐ A/B test one variable at a time, 200+ sends per variant, or the data is noise.
- ☐ Ramp volume 20% per week only while reply quality holds.

Phase 4 - Scale & Systematize (Weeks 9-12)

The engine works. Now make it survive without heroics: document, dashboard, and decide what to scale.

Scale checklist

- ☐ Stand up the weekly dashboard: sends, replies, positive replies, meetings booked, meetings held, pipeline created.
- ☐ Document the winning sequence + ICP so a new hire could run it in a week.
- ☐ Add channel #2 only after channel #1 is predictable (content, partnerships, or paid).
- ☐ Start founder-brand content: 2-3 posts/week built from real outbound learnings.
- ☐ Review pricing against win/loss data - wrong pricing quietly costs 30-50% of revenue.
- ☐ Decide: scale in-house (hire an SDR into a working system) or keep it fractional.

International Market Entry Checklist

For domestic-to-international expansion (e.g. India to US/EU, EU to US, anywhere to anywhere). Same engine, localized inputs.

Before you enter

- ☐ Size the market: TAM/SAM/SOM for the target geography, not the global number.
- ☐ Interview 5-10 prospects in the target market before writing a single sequence.
- ☐ Check pricing power: same product often carries 2-4x price differences across markets.
- ☐ Map compliance basics: GDPR for EU outreach, CAN-SPAM for US, local data rules.
- ☐ Pick one beachhead segment. 'The US market' is not a segment.

Localization checklist

- ☐ Localize the ICP: titles differ by market (VP Sales vs Commercial Director vs Head of Growth).
- ☐ Rewrite messaging for local proof: logos and case studies from the target region outperform global ones.
- ☐ Send in the prospect's timezone with a local-feeling signature and phone format.
- ☐ Set a regional pricing page or quote logic before the first call, not after.
- ☐ Plan the meeting overlap window honestly - book calls in slots you can sustain long-term.

Benchmarks & failure modes

Numbers from 40+ outbound engines. Use them as guardrails, not gospel.

Healthy engine benchmarks

- ☐ Bounce rate: under 2% (over 3% = stop sending, fix data).
- ☐ Reply rate: 2%+ cold (top decile: 5%+).
- ☐ Positive reply share: 40%+ of replies.
- ☐ Reply-to-meeting conversion: 30-50%.
- ☐ Meeting held rate: 70%+ of booked (below that: fix reminders + scheduling friction).
- ☐ Time to first meeting: within 3 weeks of first send.

The five ways GTM engines die

1. Sending before warming - domains burn in week one. 2. Scaling volume on a message nobody answered. 3. ICP defined by who might buy instead of who buys fastest. 4. No CRM discipline - replies rot in inboxes. 5. Quitting at week 6, right before compounding starts.

Want this done for you?

Nexargate runs this exact playbook as a done-for-you 90-day sprint: go-to-market strategy, domestic and international business development, market analysis, and business consultation - with an AI-native delivery layer that keeps the cost at a third of a US agency.

The guarantee

20 qualified meetings held in your first 90 days - or we keep working free until they land. The risk sits with us.

Book a free discovery call

nexargate.com/contact.html - 30 minutes, no pitch deck. We diagnose your biggest GTM blocker; you leave with next steps either way.