

OFFERING PIVOT

Engagement

Reignite demand for your offerings in an AI-shaped market

The Problem: Shortlist Exclusion

"Deals are being decided before your team ever knows they exist."

B2B buyers now use ChatGPT, Perplexity and Google AI to research, compare and shortlist vendors, completely independently. The shortlist is formed inside AI search tools before your marketing, your website or your sales team are ever seen.

The conventional response - more reps, more campaigns, a tighter pitch deck - no longer moves the dial. It overlooks the widening Value Gap between what you sell and the outcomes buyers, and the AI they trust, are actually looking for.

Our Offering Pivot Engagement closes that gap: repositioning your core offering so buyers grasp why you, along with equipping your team to reignite demand and drive growth.

The numbers are clear

70-80%

of the buying journey happens before any sales contact

Gartner / Forrester

85%

of B2B buyers purchase from their "day-one" shortlist

Bain & Company

11+

stakeholders in a typical B2B buying group

Forrester, 2025

67%

of B2B buyers prefer a rep-free experience

Gartner, 2026

Key Features

- ✓ **Portfolio Diagnosis**
Playing-to-Win assessment of what to keep, drop or pivot backed by data.
- ✓ **IP-Led Differentiation**
Codify your unique value to escape the 'me-too' shortlist.
- ✓ **Validated Value Proposition**
Prospect-tested messaging aligned to outcomes buyers fund.
- ✓ **Disruptive Sales Messaging**
Challenger-style commercial insight that resets the buying criteria.
- ✓ **AI-Ready Sales Assets**
Pitch deck, playbook, brochure and AI-search-optimised content aligned to the buying journey.
- ✓ **ABM Go-to-Market Plan**
A custom account-based roadmap to reach the right buying groups.
- ✓ **Specialist Expertise**
30+ years of B2B GTM and change leadership in B2B Selling and Marketing.

A New Way to Win in an AI-Shaped Market

Generating demand in this rapidly changing world requires four shifts working together:



01 Visibility

Win the shortlist where it forms

Structure content as the authoritative answer to what buyers ask AI at every stage, so models cite you before a buyer clicks anywhere.



02 Product-Market Fit

Sell what buyers are budgeting for

Repackage capabilities in the language of urgent, measurable outcomes buyers fund, not the features you ship.



03 Differentiation

Escape the 'me-too' shortlist

Sharpen a distinct, defensible position so buyers instantly grasp why you, not the field.



04 Disruptive Messaging

Challenge assumptions, create urgency

Equip commercial teams with Challenger-style insight that reframes the problem and resets the buying criteria.

How Digital Pivot delivers it

Two engagements cover all four shifts, win visibility first, then pivot the offering itself.

12-WEEK LICENCE • START HERE

AI Visibility Optimisation

A forensic audit of your brand's citation frequency and shortlist inclusion across the five-stage buying journey inside ChatGPT, Perplexity and Google AI Overviews.

- ✓ AI shortlist visibility score across all 5 stages
- ✓ Specific shortlist-exclusion gaps identified
- ✓ Prioritised recommendations to close them
- ✓ A baseline to measure improvement over time

12-WEEK ENGAGEMENT

Offering Pivot Engagement

Reignite demand on one priority offering, repositioned, validated and fully equipped for market. We deliver:

- ✓ Playing-to-Win assessment & GTM strategy
- ✓ Value-proposition validation with real prospects
- ✓ Pitch deck, playbook, brochure & 5 CBJ-aligned blogs
- ✓ Sales enablement & ABM campaign planning

Why Digital Pivot? Specialists, not generalists, senior B2B GTM leaders with proven IP in challenger insight selling, AI-enhanced rapid prototyping and partner enablement, trusted to turn strategy into scalable growth.

Are you ready to Pivot? Book your complimentary 30-minute discovery call

👉 [Offering Pivot Discovery Call](#)