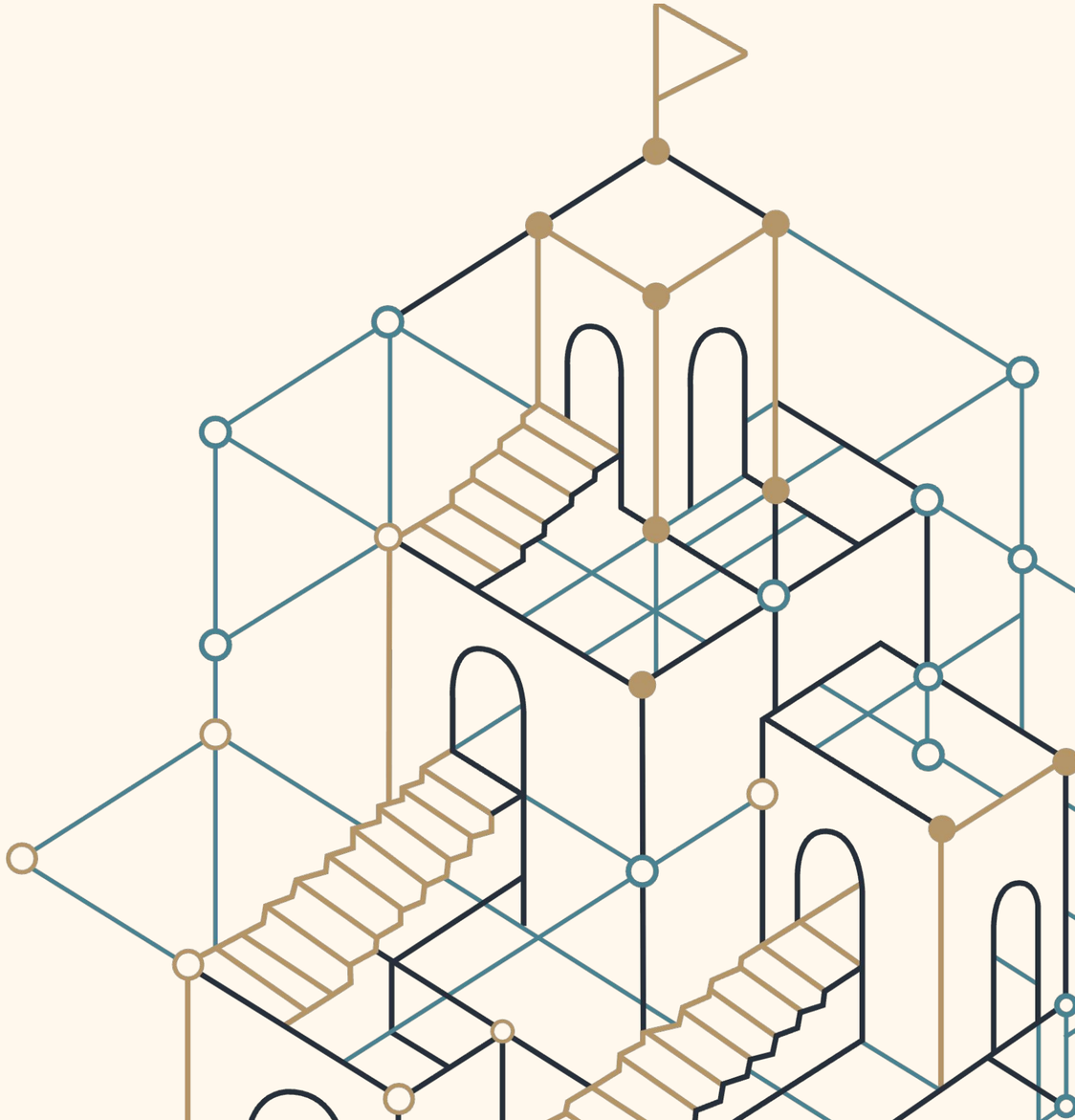
WYNTER WORKSHOP

Original research as a GTM engine

How to build a recurring industry report your sales team reuses, and how to ship the next edition without it becoming a six-month project.



Chase Doelling
Principal, Sandcastle Labs

AGENDA

What we'll cover

01

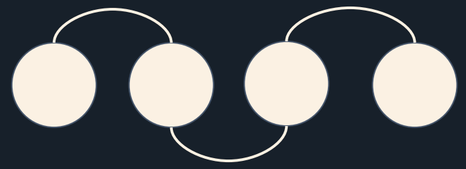
The questions



How to pick a research question sales will actually reuse, not a vanity report.

02

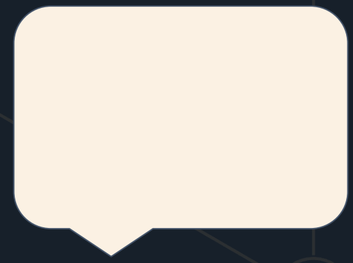
The cadence



How to run it on a recurring schedule without it becoming a six-month project.

03

The conversion



How to turn findings into pipeline: talk tracks, enablement, and content sales can send.

THE PROBLEM

Where research programs usually stall

01 Built for the brand, not for a sales call

02 Published once, so no team builds a habit around it

03 Findings never converted into language reps can use

04 Interest fades when downloads do too

Pick questions sales will reuse

FRAMEWORK

Four tests for the research questions

Does it name a decision?

The answer should inform something a buyer decides next quarter rather than describe the market in general.

Can only you ask it?

Your ICP, your access, your data. If an analyst firm already publishes the same view, it is not worth the budget.

Would a rep open with it?

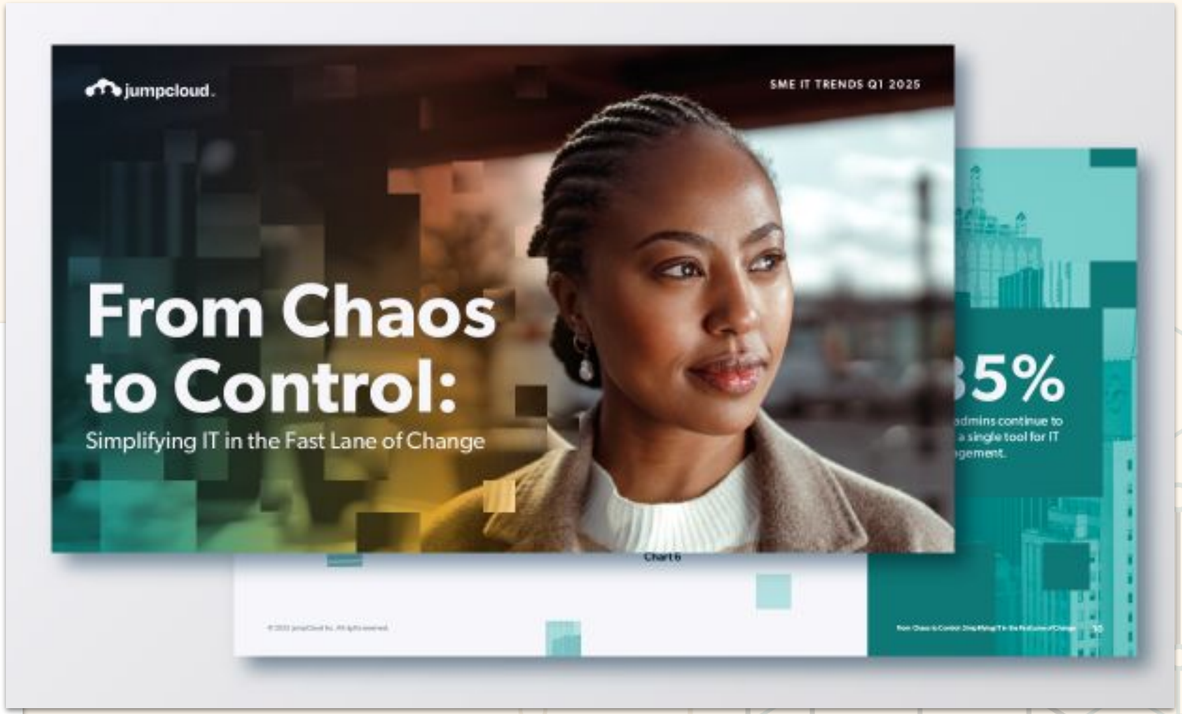
Read the likely finding aloud as the first line of a cold call and judge whether a rep would use it.

Does it hold up yearly?

A question worth asking twice gives you a trend line, which is what makes later editions more valuable than the first.

AT JUMPCLOUD

How we framed the IT Trends Report



Original research from 800 IT leaders + a framework to scale AI with confidence.

Six months ago, 40% of IT leaders considered their AI deployments to be mature. Today, only 23% say the same, even as AI agents gain broader access and take more autonomous actions than ever before. Why the disconnect?

JumpCloud's Q3 IT Trends Report surveyed 800 IT leaders across the U.S. and the UK and found a widening gap between AI deployment and true AI readiness.

What’s in the report, what stays in the appendix

IN THE REPORT

- Five to seven findings, each one sentence
- One number per finding, quotable out loud
- Year-over-year change where you have it
- Cuts by segment your reps sell into
- One chart per finding, no more
- What it means for the buyer, in plain terms

IN THE APPENDIX

- Full methodology and panel sourcing
- Question wording and response scales
- Every crosstab you ran
- Sample sizes per cut and margins of error
- Findings that were interesting but not actionable
- Anything you'd only show an analyst

Run it on a schedule

One to two editions a year, smaller pulses in between, and a production window that stays fixed.



OPERATING MODEL

A six-week production window

WEEK 1

Lock the question

Sales and product marketing sign off on the question and the segment cuts before anything else begins.

WEEK 2

Field it

Twenty questions at most, through a panel or research partner, with the field date set in advance.

WEEKS 3–4

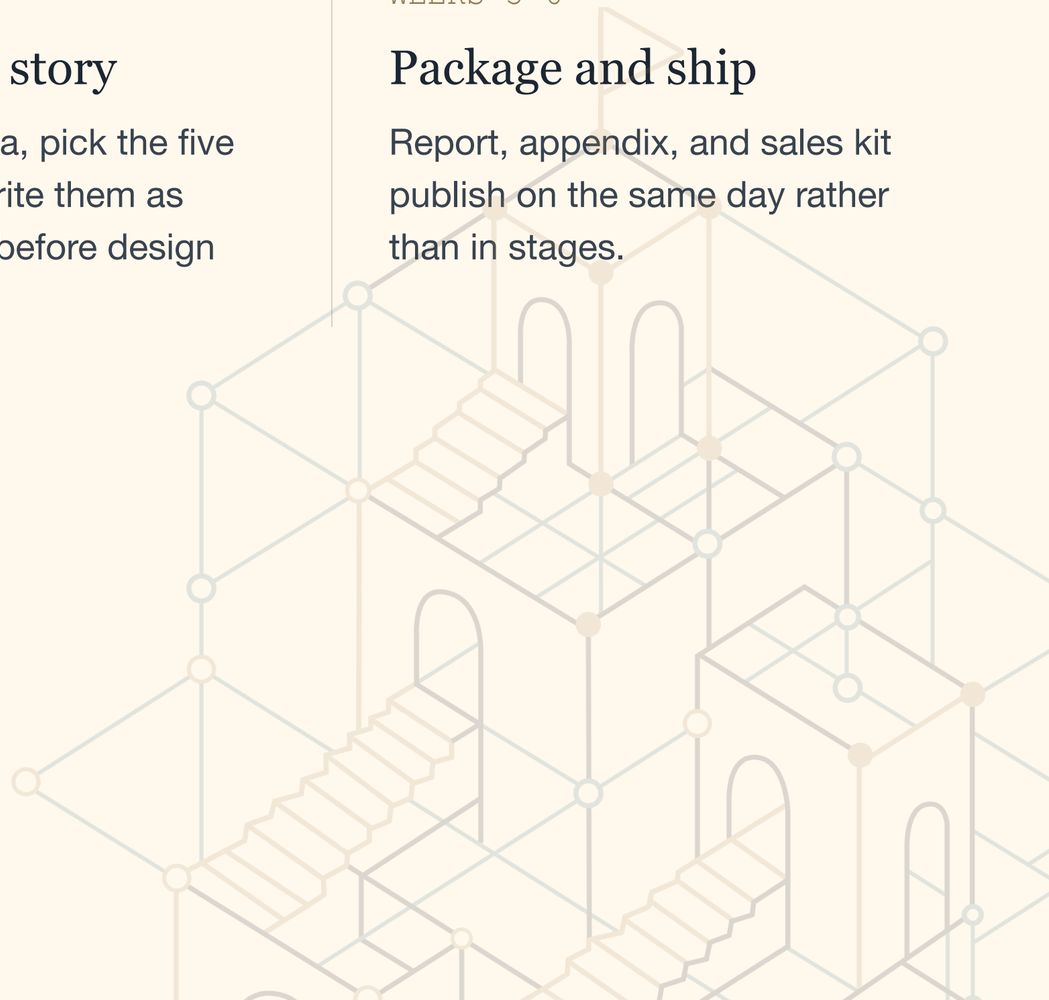
Find the story

Cut the data, pick the five findings, write them as sentences before design starts.

WEEKS 5–6

Package and ship

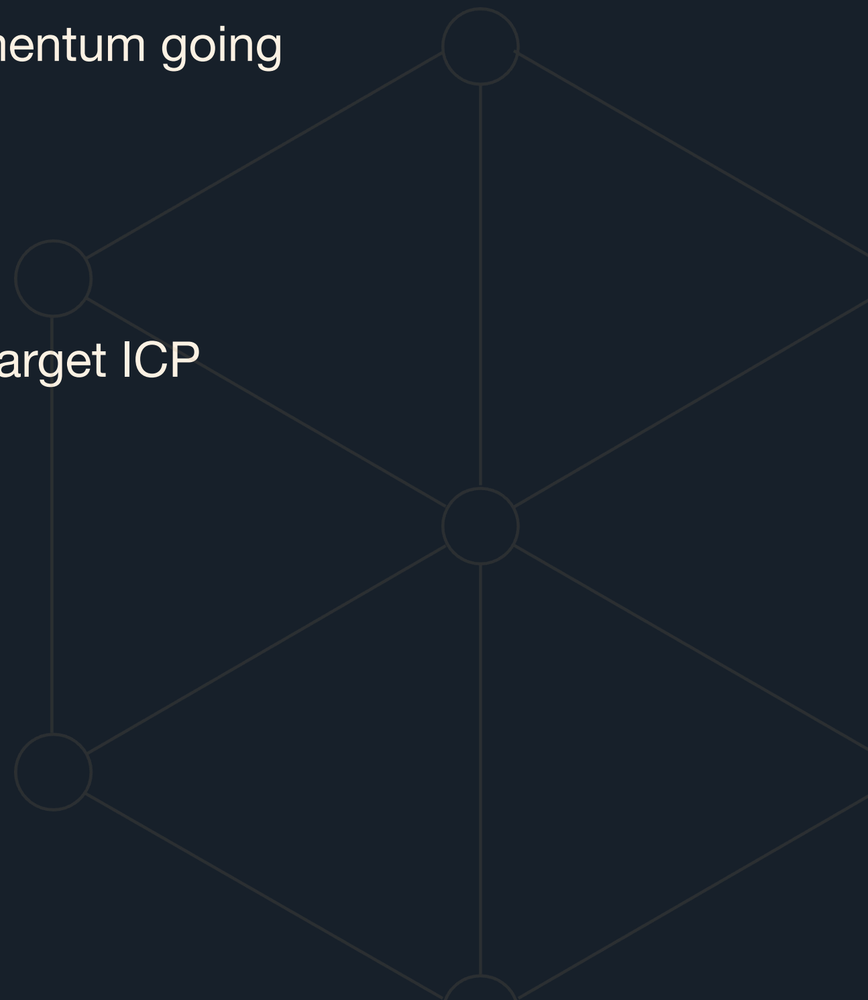
Report, appendix, and sales kit publish on the same day rather than in stages.



RHYTHM

A flagship with pulses

6 Months	The full report with trend lines keeps the momentum going
Optional	A pulse of more very specific questions to a target ICP
Always	One owner is really helpful



Turn findings into pipeline

Findings convert once they exist as something a rep can say and an asset they can send afterward.

Every finding becomes four things

FINDING	TALK TRACK	DISCOVERY QUESTION	SENDABLE ASSET
Unique POV on what is preventing scale	The one line a rep opens with, in their own words	The question that makes the buyer check their own number	One-page chart with the finding and the source
67% Said governance is limiter for AI.	Organizations are limited by compliance, not innovation	How are you managing agents today?	This is one of many to benchmark yourself.

ENABLEMENT

What ships the same day as the report

One-page cheat sheet

Three email templates

A five-slide cutdown

30-minute live session

Charts as images

Leadership update

Launch plan, then on to the next one

NEXT 30 DAYS

Commit

Pick the question with sales in the room, name one owner, and book the field date and launch date together.

DAYS 30–60

Build

Field, cut, and write the findings as sentences. Draft the sales kit from those sentences rather than from the design file.

DAYS 60–90

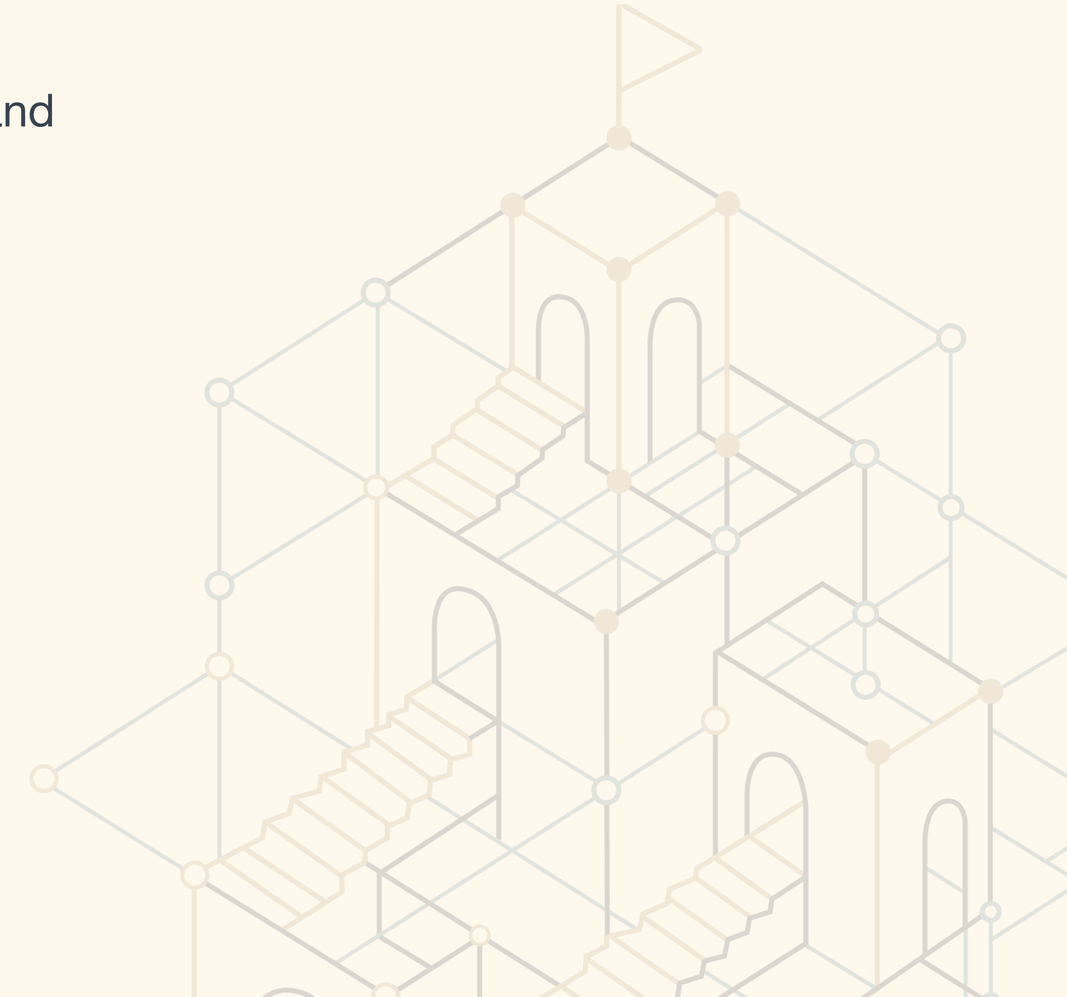
Ship and schedule

Launch the report, enablement plan, and schedule the next pulse during the launch retro.

SANDCASTLE LABS

How Sandcastle Labs helps GTM teams build this

A small studio doing hands-on AI and GTM work with SaaS sales and marketing operators.



Chase Doelling, Principal

sandcastlelabs.ai