



Eve Chen's Era Six Introduces Buyer Group Intelligence to B2B Revenue Teams

Eve Chen argues B2B revenue systems mistake engagement for buying readiness, leaving the authority and consensus behind enterprise decisions invisible.

DENVER, CO, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Eve Chen, a revenue strategist who spent nearly three decades building enterprise go-to-market programs across North America and Asia Pacific, will publish Era Six: Rethinking Revenue Readiness in a World of Buyer Groups on September 25. The book argues that the systems companies use to predict revenue were built around a buyer who no longer exists.

Chen's argument is not that AI created this problem. It is that AI now automates and amplifies a qualification assumption the industry has carried since the 1990s, at a speed no previous era could reach.

That assumption came from a substitution. As CRM emerged, companies needed a way to judge whether a deal was real. Decision authority was hard to measure. Engagement was easy, so engagement became the stand-in, and every layer built since inherited it.

Era Six calls the result authority-blind qualification. Chen argues it explains a pattern most revenue leaders recognize but cannot diagnose: pipelines that look healthy and forecasts that stay fragile.

The changing nature of enterprise buying is well documented. Forrester reports that the average business purchase now involves 13 people within the buying organization, with 89 percent spanning at least two departments. Gartner found that 74 percent of B2B buyer teams experience unhealthy conflict during the decision process, while teams that reach consensus are 2.5 times more likely to report a high-quality deal.

"Ask a revenue team why they lost a seven-figure deal, and you will get a CRM field, not an answer," Chen said. "Those teams are working hard. They are working from a system that was never built to show them who could actually approve the purchase."

The industry moved from leads to accounts, but accounts do not make decisions. People do. Era Six introduces Buyer Group Intelligence as a discipline focused on whether the people required to approve a purchase have been identified, engaged and brought toward consensus.

Its Intelligence Qualified Match replaces engagement scoring with four questions: is the need confirmed, is the authority structure understood, are the right people involved, and is consensus real?

"Engagement tells you someone is interested. Authority tells you whether a decision can actually happen," Chen said. "We have spent twenty years getting very good at measuring the first one and have barely started on the second."

Chen built account-based revenue programs before account-based marketing existed as a named discipline, and led marketing and growth across Asia Pacific for Lexmark, Perceptive Software, and LexisNexis Pacific. She is the CEO and co-founder of Catalysi and the founder of The Growth Engine.

Era Six carries a foreword by Len Augustine, a 25-year veteran of Oracle and SAP, with endorsements from senior leaders past and present at Salesforce, Splunk, TechCXO, F5 and Plug and Play. Andrew Everingham, former Marketing Executive at Salesforce, says the book asks an "inconvenient question: what if we've been measuring the wrong things all along?"

Era Six: Rethinking Revenue Readiness in a World of Buyer Groups publishes September 25, 2026, and is available for pre-order on Amazon now. To learn more, visit EraSixBook.com.

Interviews with Eve Chen, review copies, and the Era Six trailer are available on request.

About Eve Chen

Eve Chen is a revenue strategist, entrepreneur, and the author of Era Six and Ascending Growth. She is the CEO and co-founder of Catalysi, a purpose-built Buyer Group Intelligence platform for complex B2B revenue decisions, and the founder of The Growth Engine, a Denver-based revenue performance consultancy. She lives in Denver, Colorado.

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