



# Your Reps Cost EUR 80K/Year

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How Much of That Is Wasted on Research?





## The Hidden Cost

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# 70% on Non-Selling Activities

If 70% of your EUR 80K rep's time goes to admin tasks, that's **EUR 56K/year per rep** not spent on closing deals.

— Salesforce State of Sales Report (2024)



## The Multiplier

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# Wrong Leads = Compounded Loss

Only 5% of prospects are in-market.

Every hour on the other 95% is an hour **not spent**  
**on real opportunities.**

— Ehrenberg-Bass Institute 95:5 Rule



## The Benchmark

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# B2B Acquisition Costs Are Rising

Customer acquisition costs have increased **over 50%**.

Efficiency is no longer optional — it's the **growth lever**.

— ProfitWell/Paddle B2B CAC Study



## The Alternative

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# Cut Research by Up to 70%

AI-KIP monitors your market **24/7**.

Surfaces buying signals. Delivers ready-to-use insights. Your team focuses on **selling**.



## The Proof

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# 300% Sales Increase

*Since implementing AI-KIP's Sales Intelligence Platform, we significantly increased qualified meetings within weeks, leading to a **300% increase in sales.***

— VP GTM, AI-KIP Client





## The Outcome

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# Up to 20% Revenue Growth

AI-powered pipeline optimization delivers **up to 20% revenue increase** in B2B sales.

— McKinsey "The state of AI in early 2025"



# Calculate Your ROI.

See what AI-KIP could mean for **your numbers**.

**Book a Demo**

