95% of AI Projects Fail to Deliver ROI

Here's Why Yours Might Be Next

A COMMON SITUATION

More Dashboards, Same Results

The average B2B sales team uses 10+ tools, yet reps still spend most of their day researching instead of selling.

THE INSIGHT

Generic AI Is Only Step One in B2B Sales

ChatGPT can write emails. But it can't tell you which of your prospects is ready to buy this quarter.

THE REAL OPPORTUNITY

70% of Sales Time Is Non-Selling

Lead research, CRM updates, list building, and admin still consume most of a rep's week. Automating this unlocks massive upside.

— Salesforce State of Sales Report (2024)

WHAT YOU NEED

Answers, Not More Data

→ Who should I call today?

→ Why is this account relevant now?

→ What's the best angle to use?

That's where AI creates ROI.

THE PERFORMANCE GAP

3x Higher ROI with Orchestrated Agents

Companies using orchestrated AI agents see 3x higher ROI than those using standalone AI tools.

— BCG "The Agentic AI Playbook" (2025)

THE IMPACT

Up to 20% More Revenue

AI-powered pipeline optimization drives up to 20% revenue increase in B2B sales. That's not hype — that's McKinsey data.

— McKinsey "The state of AI in early 2025"

AI Should Create Leverage

Not more complexity.

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