



# 95% of AI Projects Fail to Deliver ROI

Here's Why Yours Might Be Next

— MIT Media Lab / Project NANDA (2025)





## A Common Situation

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# 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

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# 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**

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**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

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# Answers, Not More Data

That's where AI creates ROI.

- Who should I call today?
- Why is this account relevant now?
- What's the best angle to use?



## The Performance Gap

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# 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

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**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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