Pepsales Al: Business Case & ROI Analysis



The challenge

B2B sales teams struggle with long sales cycles, inconsistent deal qualification, poor pipeline visibility, and manual CRM updates directly impacting revenue and productivity.

The solution

Pepsales Al combines conversation intelligence with real-time sales enablement, delivering measurable improvements at up to 87% lower cost than competitors.

The impact

Pepsales Al delivers 60X ROI, translating to \$600K in annual value.

Revenue benefits



Improvement	Current → Desired	Revenue Impact		
Sales Cycle	4 mo → 3.2 mo	\$1,200,000		
Win Rate	20% → 25%	\$1,400,000		
Total Revenue		\$2,600,000		
Faster sales cycles (4 to 3.2 months) let reps close 6 more deals each, adding \$120K revenue per rep. Increasing win rate from 20% to 25% adds 7 more deals, adding \$140K revenue per rep. Together, that's about \$260K more per rep or nearly \$3M for 10 reps. This delivers 26 to 106 times ROI on the \$10K Pepsales AI investment.				

Investment (10 Users)

Component	Annual Range	Mid-Range
Software License	\$2,280-\$9,480 (\$19-\$79/User/Month)	\$6,000 (\$50/User/Month)
One-Time Customization	\$2,000-\$4,000	\$3,000 (\$25/User/Month)
Training	\$0 (Included)	\$0
Total Year 1	\$4,280-\$13,480 (\$36-\$112/User/Month)	\$9,000 (\$75/User/Month)

Pepsales AI vs other legacy tools

Factor	Legacy Tools	Pepsales Al	Advantage
Setup Time	1 month	30 seconds	99% faster
Pricing	\$100-\$150 per user per user	\$79 /user	25-47 % savings
Methodology Support	Generic	20+ frameworks	Fully customizable
Real-Time Coaching	Post-call only	Live assistance	Immediate impact

Customer proof & Impact Metric



50% reduction in manual CRM effort, improved forecasting

confidence, standardized discovery process



Trusted by Hyper Growth B2B SaaS Companies

BIZOM