



# The **Definitive** Sales Leader's Guide to **AI AGENTS**

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Everything you need to know about how to unblock sales bottlenecks and improve GTM execution with the strategic application of Agentic AI

**vivun.**

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# The Rising Pressure on Revenue Leaders

**Across B2B organizations, Sales Leaders are navigating a landscape that is changing faster than ever before. Amid economic uncertainty, shifting buyer behavior, and the growing pressure to “do more with less,” the one constant is this: revenue expectations outpace traditional sales resources.**

Pressure on sales leaders is intensifying, with **97%** of executives expecting the mandate to maximize revenue to grow even more over the next two years ([Conga](#)). Yet despite this urgency, **26%** of total potential revenue is already lost to operational breakdowns like poor handoffs and stalled deals ([Clari](#)).

To close this gap, the majority of revenue organizations are turning to AI to eliminate inefficiencies, improve forecast accuracy, and unlock performance at scale.

**87%**

**of CROs are considering  
or currently using  
AI-powered applications  
to achieve growth**

**15%**

**predicted increase in  
revenue growth when  
AI is implemented in the  
lead-to-revenue process**

Source: 2024 Gartner Generative AI Planning Survey

However, the marketplace is dominated by top-and-bottom-of-funnel solutions. There remains a gaping hole at the center of the sales process.

## **That gap? The mid-funnel.**

It's where deals are won—or more often, lost. It's where friction builds, where reps lose momentum, and where the buyer journey stalls. And it's where AI Agents represent the most transformative opportunity for sales organizations today.



	Top of Funnel	Middle of Funnel	Bottom of Funnel
Estimated percentage of sales cycle	15%	60%	25%
Estimated percentage of RevTech investment <sup>1</sup>	60%	10%	30%
AI applications	AI SDR Lead routing and qualification		AI RFP automation AI customer service agents

This guide offers a new framework for optimizing the mid-funnel using Agentic AI to empower every seller with the expertise, confidence, and speed they need to win more, bigger, deals.

<sup>1</sup>Gartner, Forecast Analysis: CRM Sales Software, Worldwide, February 2024, G00804396

# Why Mid-Funnel Optimization is the Pressure Release

## **PSA: A lack of pipeline probably isn't your biggest problem**

While pipeline generation continues to be a key focus in AI conversations, it's deal velocity that ultimately determines whether quarters are won or lost. Pipeline quantity is important—but without the ability to move opportunities swiftly through the funnel, that volume yields diminishing returns.

In today's environment, speed of conversion is the true driver of revenue impact.

## **While pipeline generation remains a top priority, volume without velocity is a dead end.**

Pipeline volume alone is a hollow metric if deals are getting stuck. According to [Clari's 2025 State of Enterprise Revenue report](#), the average pipeline is three times larger than actual closed-won revenue.

This gap isn't just a matter of AE optimism—it's a signal of broken GTM execution, stalled opportunities, and inflated pipeline numbers becoming a false security blanket. Volume without velocity creates bloat—and for CROs under pressure to deliver predictable growth, that's a liability, not an asset.

### **Every sales leader knows the pain:**

- Deals that drag on without closure
- Reps spending more time gathering internal answers than selling
- Technical resources (Sales Engineers) overwhelmed by repeated requests for the same answers

### **Research shows:**

# 70%

**of sales rep time is spent not selling**

Source: [Salesforce](#)

# 15%

**of organizations face higher operational costs from inefficient revenue processes**

Source: [Conga](#)

# 43%

**of organizations miss revenue opportunities**

Source: [Conga](#)

These figures don't represent isolated inefficiencies—they signal a broader structural challenge within the revenue engine. At the core of the issue is time: sellers are spending the majority of theirs on non-selling activities, while buyers find themselves stalled in the middle of the funnel, awaiting technical validation, internal alignment, or tailored guidance. This is the point in the sales cycle

where friction accumulates and momentum slows.

To reduce operational costs, capture more revenue, and prevent leakage, organizations must prioritize mid-funnel optimization. It is the most resource-intensive and time-consuming stage of the sales process<sup>2</sup>—and thus the most strategic opportunity to remove bottlenecks and accelerate outcomes.

<sup>2</sup>Vivun Data, Technical Sales Insights

## The Cost of Mid-Funnel Inefficiency

The cost of a clunky mid-funnel is often underestimated, but it equates to frustrated customers, lost revenue, missed forecasts, and strategic risk.

### Customer Consequences

Now more than ever, customer experience is a key differentiator, and an area of opportunity for most orgs. **63%** of buyers say their customer experience falls short of what they know to be possible mainly

because it's fragmented and disconnected ([Salesforce State of the Connected Customer, 6th edition](#).) This is an enormous source of frustration and friction, on which competitors are eager to capitalize.

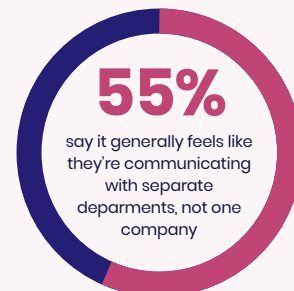
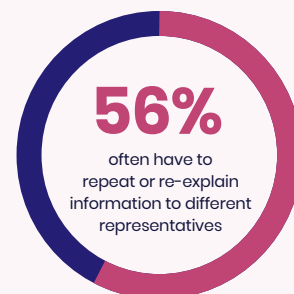
#### Customer Experience Differentiates

**63%**

of business buyers say most customer experiences fall short of expectations.

**#1**

frustration of buyers with organizations is disconnected customer experiences.



## The Snowball Effect of a Bad Buyer Experience

Internally, when deals linger in the mid-funnel, they tie up resources, distort forecasting models, and create a false sense of pipeline health. Reps continue working the same opportunities without progressing them, giving leadership a bloated view of late-stage potential that doesn't match actual buyer intent.

**The result? Missed revenue targets, downward pressure on attainment, and cascading impacts on planning, hiring, and investor confidence.**

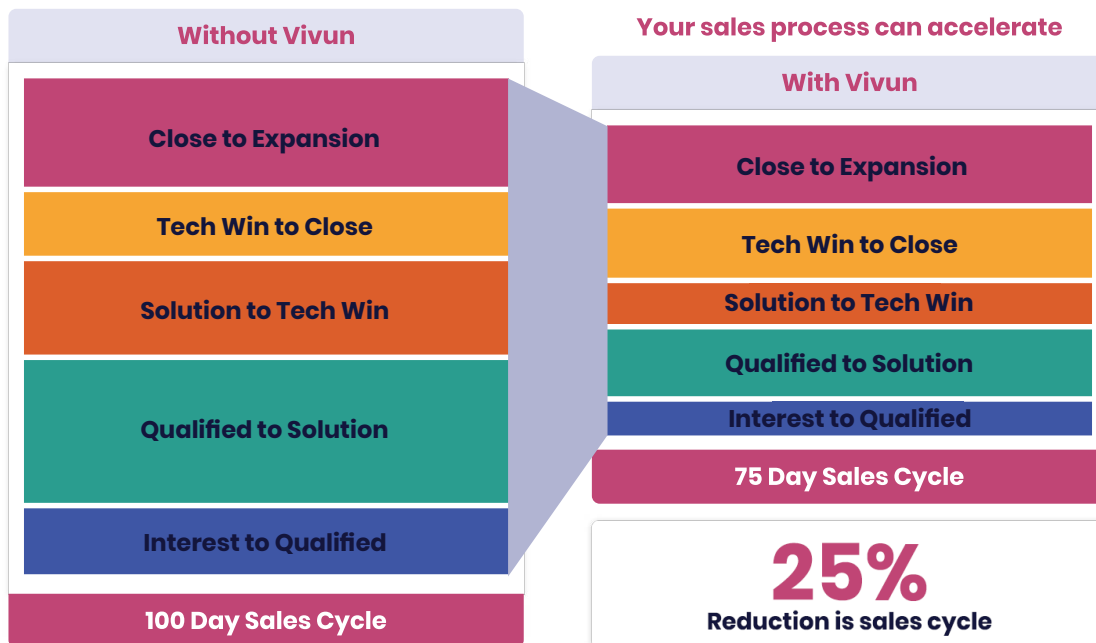
Worse, a sluggish mid-funnel erodes strategic agility. Opportunities that could have closed last quarter now push into

the next, throwing off revenue timing and creating dependency on end-of-quarter heroics. This slows the entire GTM motion and restricts the business's ability to reinvest in critical strategic motions, like expanding the Sales Addressable Market.

For sales leaders, it's not just about accelerating deals—it's about safeguarding predictability, trust, and growth at scale.

## The Solution: AI Agents for Sales

This is where Agentic AI earns its place in the CRO's modern revenue toolkit. Rather than force Account Executives (AEs) to wrangle disconnected tools or ping their Sales Engineers for every question, AI Sales Agents can proactively deliver the strategic insight and collateral needed to move deals forward, faster.



For sales leaders tasked with accelerating revenue without increasing headcount, this is the unlock: not just more pipeline—but more power through the pipeline.



# The Sales AI Adoption Paradox

**AI is no longer an experiment—it's an expectation. Salesforce reports that 83% of sales teams using AI have experienced revenue growth, and those same teams are 2.2 times more likely to exceed their revenue targets than teams that don't use AI.**

Yet, adoption remains limited: only 25% of companies are actively using AI in revenue-related processes. Why? Because most sales leaders don't know what they're evaluating anymore.

## 83%

**Of sales teams using AI have experienced revenue growth.**

Source: [Salesforce State of Sales, 5th Edition, 2024](#)

## 25%

**Of companies are actively using AI in revenue-related processes.**

Source: [Conga, The Revenue Imperative: Overcoming Efficiencies to Maximize Growth](#)

"AI" has become a catch-all term. It's been applied to everything from predictive lead scoring to grammar-checking bots to conversational avatars. This ambiguity has created confusion, and understandably so.

In a market saturated with "AI-powered" products, it's difficult to discern what's truly transformative from what's simply automated.





# What is Agentic AI?

Agentic AI refers to AI that is not just generative, but goal-oriented and action-driven. It doesn't just create content—it makes decisions, takes initiative, and completes tasks without requiring a prompt. It's the difference between a system that responds to input and one that acts with context and expertise.

**An AI Agent is a domain expert capable of doing real work, unprompted.**

## Agentic AI Has a Brain

What sets a genuine Agentic AI solution apart is a logic layer that allows it to operate autonomously within specific business domains. This means it understands the workflows, outcomes, and edge cases of a particular function—like technical sales—and can execute real, valuable work within that context.

**It doesn't need to be told what to do.  
It knows what needs to be done.**

And, according to [Gartner®](#), because of this,

**“Agentic AI has the potential to perform as a highly competent teammate.”**

# Generative AI vs. Agentic AI

	Generative AI	Agentic AI
Definition	Produces content when prompted using natural language or other inputs	Operates autonomously within a domain to complete tasks and drive outcomes without needing prompts
Primary Function	Content creation, summarization	Decision-making, task execution
Trigger Type	Prompt-based	Goal- or event-based (acts autonomously)
Output Type	Text, images, code	Completed workflows, deliverables, decisions
Dependency	Human input required	Operates independently within defined domains
Example	Writes an email when asked	Automatically generates tailored follow-up emails based on buyer activity and deal stage

While generative AI helps teams be more productive in isolated tasks, Agentic AI is about performance—owning and completing work that moves the business forward. For CROs navigating today’s high-pressure revenue environment, that distinction matters.

AI Agents Will Deliver on the Promises of Generative AI

**“Agentic AI’s ability to take action autonomously or semiautonomously has the potential to help CIOs realize their vision for generative AI (GenAI) to increase productivity across the organization.”**

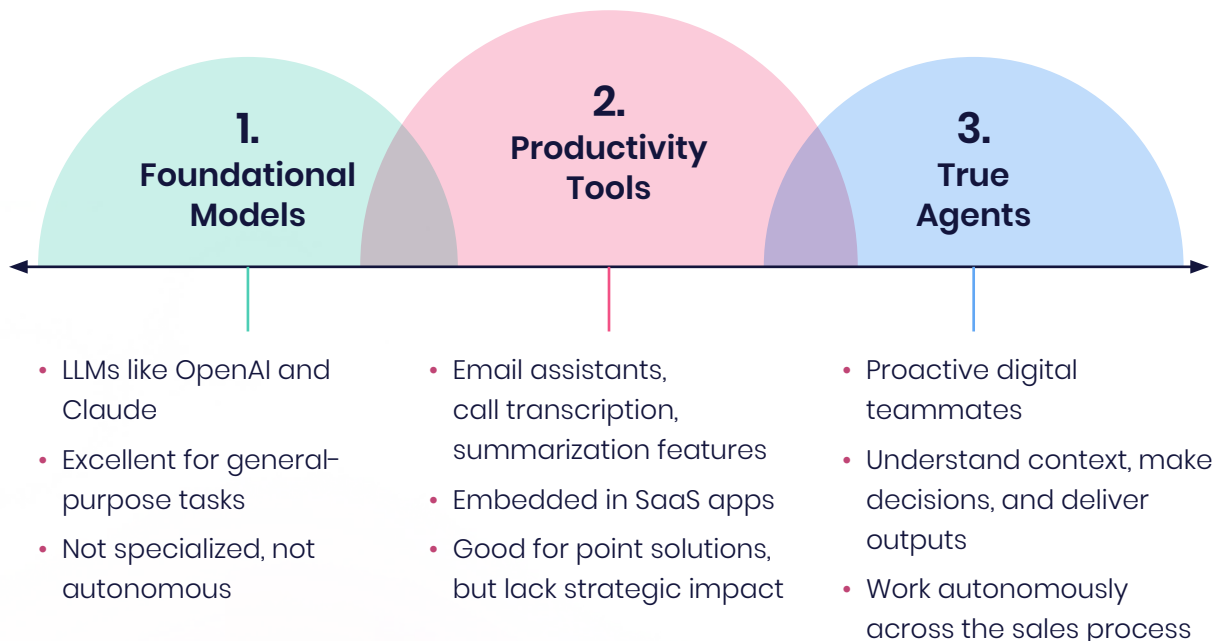
Source: “Gartner, Inc.” Top Strategic Technology Trends for 2025: Agentic AI, Tom Coshow, Arnold Gao, et al. 21 October 2024.

# How to Identify Whether AI is Agentic

**With the explosion of interest in AI, the term “AI Agent” is being applied to everything from glorified chatbots to simple automation scripts. This has made it increasingly difficult for sales leaders to understand what’s truly transformative, vs. what [Gartner®](#) deems “agent-washing.”**

Many so-called agents are merely reactive tools dressed up in the language of autonomy—offering canned responses or waiting for specific prompts to act. But a real agent doesn’t wait to be asked. It operates with foresight, initiative, and domain awareness.

To make smart decisions about AI in sales, leaders must understand the spectrum of AI experiences dominating your inbox:



**TLDR: If it needs to be told what to do, it’s not an agent.**

True agents do not just automate existing tasks—in the context of sales orgs, they are virtual team members who can partner with reps on important work that needs to be done at every stage of a deal, including:

- Generate solution documentation
- Map stakeholder relationships
- Analyze buyer needs
- Proactively support reps during discovery and validation



## AI Agents for Sales

Unlike basic AI tools that rely on explicit prompts, Sales AI Agents operate with contextual awareness. They understand the dynamics of your sales process, the intricacies of your product, and the preferences of your buyers. That means they can identify gaps, respond to shifting priorities, and fill in the blanks—often before a human would even notice them.

For example, instead of a rep having to request a competitor comparison or a tailored technical brief, an agent recognizes the opportunity based on deal progression and delivers that collateral automatically. It becomes a kind of always-on teammate—not hovering in the background waiting for instructions, but actively steering the deal forward.

**This level of support doesn't just make the rep more effective. It unlocks capacity.**

Reps gain back time. Sales engineers focus on higher-order strategy. And leaders get more consistent execution across every team, every region, every vertical.





# What are High-Impact Intervention Points for Agentic AI?

**Choosing the right underlying technology for your needs (i.e. AI agent vs. chatbot) is only half the battle. The other major question facing sales leaders is to identify the ideal strategic intervention point for these solutions that will maximize benefits without overwhelming reps.**

**Where in your sales cycle are you missing insights?**

## **AI tools abound at the top of the funnel:**

- SDR automation
- Lead scoring and enrichment
- Cold outreach optimization

## **And they're growing at the bottom:**

- RFP automation
- Proposal generation
- Post-sale support chatbots

## **But in the middle? There's a void.**

This is the black hole of the sales cycle—where deals are stuck, stalled, or lost. It's where sellers must respond to buyer objections, validate technical requirements, align stakeholders, and deliver custom materials that reflect the solution fit.

Yet, most teams still manage this stage manually—patching together internal Slack threads and syncs with hours of follow-up just to move a deal forward. The result is an enormous drag on sales velocity and an unreliable forecast. Reps feel like they're operating in the dark. Buyers feel like they're left hanging.

## **The Impact of AI Agents on the Messy Middle**

**This is exactly where AI Sales Agents shine.** They monitor buyer interactions, pull from CRM and call intelligence platforms, and generate relevant work products—solution documents, competitive responses, stakeholder maps—without the rep needing to ask. They give every AE the functional power of an always-on technical and deal expert, embedded directly into their workflow.

Agents reduce the cognitive load on sellers and eliminate the administrative tax that slows deals down. Rather than wasting 70% of their time on admin tasks or unqualified deals, sellers can rebalance their workload towards customer-facing interactions.

Estimated Time Savings from Vivun’s AI Sales Agent

Accelerator	Estimated Time Saved
Company Research	2–4 hours
Executive Summary	1–1.5 hours
Stakeholder Map	1–2 hours
Solution Document	2–3 hours
Forecast Summary	0.5–1.5 hours
Product Feedback	1 hour
Competitive Intelligence	1 hour
Sales Handoff	1–3 hours
Engagement Summary	2–3 hours
Total	11.5–20 hours per deal

The result? Hours of reclaimed time.

Imagine your sales team is working 50 qualified opportunities per quarter.

11.5–20

Hours

saved per deal

x

50

Deals

=

500–850

Hours

saved per quarter

That’s the equivalent of 12–21 full work weeks—time that can now be reinvested in building pipeline, advancing deals, and closing revenue.

Mid-funnel may be where deals are at their riskiest, but it’s also where Agentic AI has the greatest opportunity to drive revenue impact. By replacing manual follow-up with autonomous action, AI Agents ensure that no deal loses momentum simply because the team ran out of bandwidth.

# A New Velocity Equation

**In B2B sales, velocity has always been the aspiration—but it's often constrained by tradeoffs. Move too fast, and you risk cutting corners. Focus too much on quality, and you extend deal cycles. Attempt to scale, and you face ballooning costs. The traditional revenue equation forces you to choose: speed, quality, or efficiency—pick two.**

## **Agentic AI changes that.**

AI Sales Agents introduce a new paradigm: one where you don't have to sacrifice quality or incur heavy operational expense to move faster. These agents operate with deep domain expertise and autonomy. They don't wait for prompts or assignments. They proactively deliver the outputs your team needs—stakeholder maps, solution briefs, technical summaries—precisely when the deal requires them.

Agentic AI increases both speed and quality, without proportionately increasing cost, creating exponential gains in revenue velocity.

$$\textbf{Velocity} = (\textbf{Speed} \times \textbf{Quality}) \div \textbf{Cost}$$

With an AI Sales Agent embedded in the mid-funnel, speed becomes structural—not situational.

- Reps don't have to request a document or chase down a Sales Engineer.
- The work is already done, continuously updated, and surfaced at the moment of need.

It's this kind of intelligent acceleration that compresses deal cycles, boosts rep confidence, and drives forecasting precision.

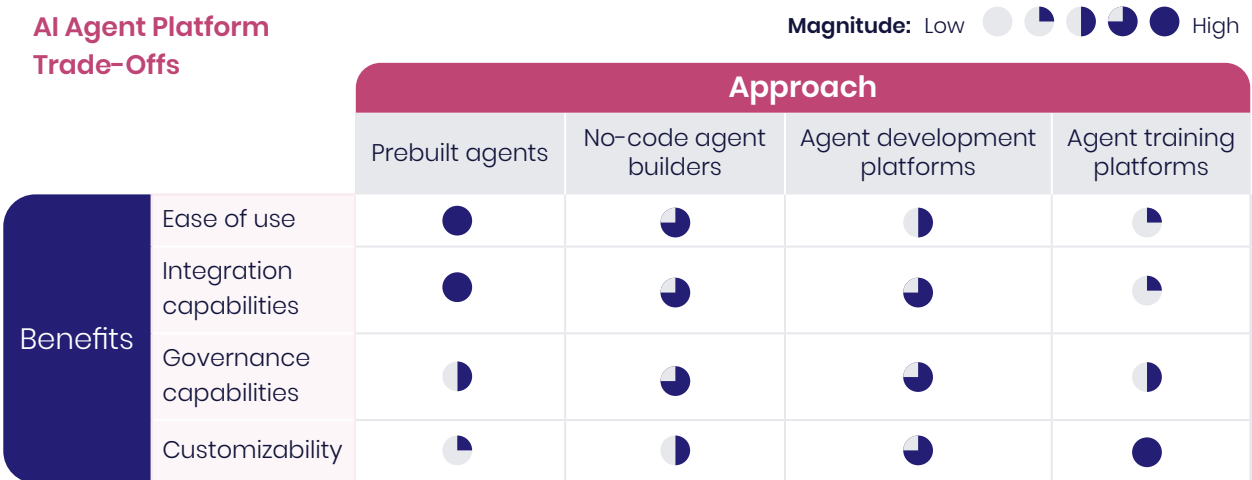
In a sales environment defined by pressure and unpredictability, Agentic AI is the new lever for velocity. It replaces reactive hustle with proactive momentum. It ensures you move fast—and smart. Because in today's market, your edge isn't just what you sell. It's how fast you help your buyers reach certainty.

# How to Evaluate AI Agents

## Build vs. Buy?

To achieve these outcomes, you need to either build or buy an agent. Many organizations are attempting to build agentic solutions themselves, but Gartner® cautions that the necessary effort might well outweigh the potential benefits:

**“It is possible to build AI agents from scratch...however, this requires a high level of expertise and is both challenging and time-consuming for most organizations.”**



Source: [Gartner, Innovation Insight for the AI Agent Platform Landscape, 26 March 2025](#)

So, if pre-built is the answer, how do you identify trustworthy vendors selling useful agents?



# Step-by-Step Guide to Evaluating AI Sales Tools

**Here is a structured approach to evaluating Agentic AI to help you invest in AI that moves the needle—not just adds to the noise.**

## 1. Clarify the Use Case

Start with the problem you're trying to solve. Is it ramp time? Discovery depth? Technical validation? Be clear on where the friction is, and target that zone.

## 2. Categorize the Tool

Identify whether the solution is a foundational model, a productivity feature, or a true agent. Only agents bring the proactive, autonomous value mid-funnel requires.

## 3. Test for Autonomy

**Ask:** Can this tool take action without being prompted? If it can't generate work independently, it's not an agent—it's an assistant.

## 4. Assess Work Product Quality

Review outputs like solution docs, technical briefs, or buyer response drafts. Do they reflect the expertise of your top SEs or reps?

## 5. Evaluate Integrations

Determine how well the AI tool connects to your existing stack—CRM, call intelligence, enablement platforms. Seamless integration is a must.

- Organizations with fully integrated tools and systems are 2.5x more likely to be confident in their ability to manage and capture revenue, according to Conga.

## 6. Conduct a Security Review

Security remains a primary concern when selecting AI tools. Security experts recommend sticking to fundamentals when evaluating vendors. Determine how your data is used, accessed, and protected. Here's a basic checklist to avoid major red flags:

- Can the vendor clearly explain how your data is handled?
- Do they define what data is retained and for how long?
- Can they articulate where your data is being stored and shared with third parties?

## 7. Measure Time-to-Impact

Agents should deliver value immediately, not after weeks of configuration. Set a short evaluation period and watch for signs of time saved and deals accelerated.

## 8. Forecast ROI

Use metrics like cycle time reduction, AE capacity increase, and SE support load to estimate the return. The right agent pays for itself in velocity and conversion.

## Sales AI Evaluation Red Flags

### Avoiding Agent-Washing

According to [Gartner](#), the market for AI agents is becoming increasingly cluttered—and not all tools labeled as “agents” deserve the title. Gartner warns of a growing trend known as “**agent-washing**”: the practice of rebranding legacy automation tools, chatbots, and RPA systems as AI agents in an attempt to ride the wave of market hype without delivering true agentic capabilities.

“Many vendors are contributing to the hype by engaging in ‘**agent washing**,’ rebranding existing products, such as AI assistants, RPA tools and chatbots, to capture buyers’ attention without substantial agentic capabilities.”

Gartner, Innovation Insight for the AI Agent Platform Landscape

This phenomenon contributes to a fragmented, difficult-to-navigate market—one where sales leaders and AI buyers must tread carefully.

While LLM-based agents have gained the most visibility, Gartner emphasizes that not all agent architectures are built the same, and only a small subset of them are currently delivering real business value in production environments.

#### To protect your team from agent-washing:

- **Scrutinize vendor claims.** Ask for proof-of-performance and be cautious about free tools, which can put your data at risk.
- **Avoid feature bloat disguised as innovation.** Look for agents that integrate seamlessly with your tech stack to enrich domain expertise with company-specific context.
- **Favor use-case-driven pilots.** Don’t commit to expensive platform contracts until you’ve validated real impact on your team’s workflow and sales velocity.

As Gartner advises, “Begin your AI agent journey by experimenting with prebuilt agents and no-code builders” and “scrutinize vendor claims closely.” Taking this phased approach allows organizations to navigate the fragmented market while avoiding costly detours and shiny object syndrome.

## Avoiding AI Tool Sprawl

Avoid the trap of adding tools that create new sources of admin work. If your sellers are spending more time prompting than selling, the ROI is backwards. Instead of driving efficiency, these tools simply transfer the burden from one team to another. That kind of complexity might look sophisticated on a tech stack slide, but it kills momentum in the field.

The true test is how seamlessly the AI tool integrates into the seller's flow of work. Does it anticipate what's needed next? Does it cut steps, not add them? If it demands more time to operate than it saves, it's not a solution—it's a distraction.

Think of Agentic AI not as another app to manage, but as a digital teammate that shows up already briefed, already delivering. That's the bar. If your tools can't hit it, your reps won't either.

To avoid tech stack overload, CROs need to depart from a point solution approach to incorporating AI. Instead, sales leaders should prioritize:

- **Proactive outputs** over reactive assistance
- **Domain expertise** over general-purpose tools
- **Autonomy** over prompt-reliance

### Ask:

- Can the AI agent generate value on its own?
- Does it produce high-quality outputs that mirror human expertise?
- Is it integrated across systems or just floating standalone?

**The goal is to reduce the cognitive and logistical load on your revenue teams—not redistribute it.**

Tools that require constant prompting or supervision may appear helpful at first, but ultimately become a drag on rep productivity. True agents remove the need for reps to stop and think, "What do I need to ask next?" Instead, they proactively deliver insights and content that align with deal progression, technical requirements, and stakeholder context.

It's also important to evaluate how these tools contribute to organizational learning.

- Do they capture patterns from successful deals?
- Can they surface insights that inform coaching, forecasting, or GTM strategy?

If your AI investment doesn't help you become a smarter revenue org, it's not solving the problem—it's just another app.

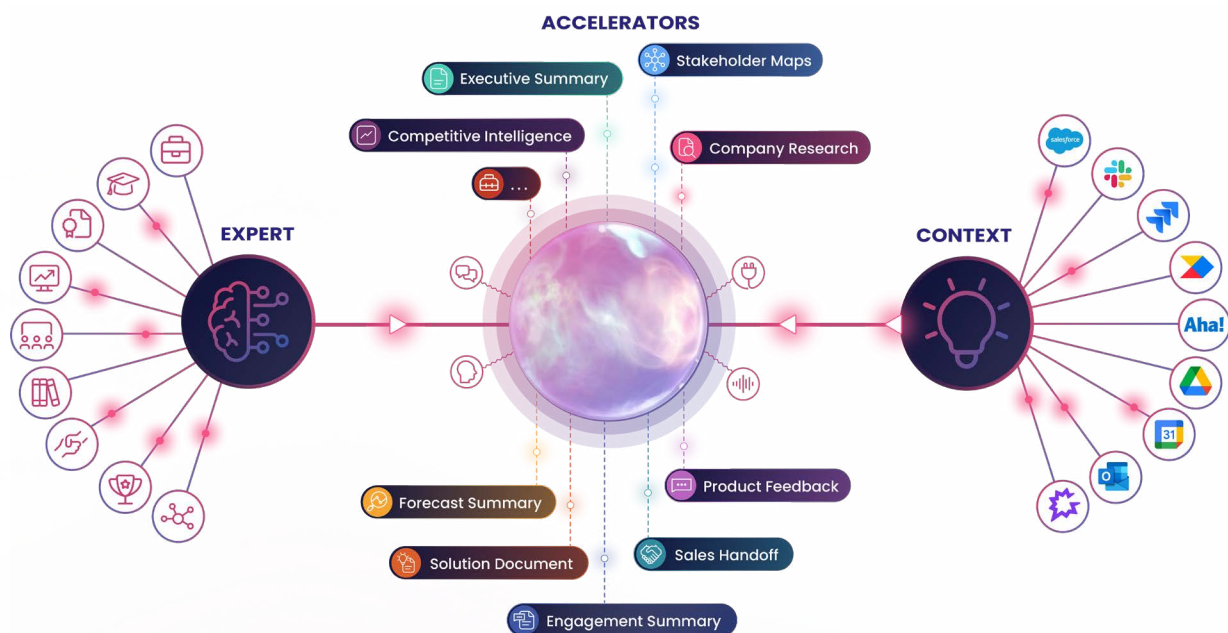
# Architecting the RevTech Stack of the Future

**So, how can revenue leaders integrate Agentic AI into their existing revenue technology stack? How do you know what tools to replace vs. which to keep?**

As a rule of thumb, the evolution of AI in sales should follow the same trajectory SaaS took over the past decade: platforms over point solutions.

Just as best-in-class SaaS platforms replaced fragmented tools with unified systems, Agentic AI offers the greatest

value when it operates across workflows—not within isolated use cases. The future isn't more tools—it's smarter, more connected ones that understand your business and work across the entire revenue engine.



Look for solutions that can work alongside sellers in a meaningful way. For example, valuable capabilities include the ability to:

- Access and interpret CRM, call, and market data
- Understand your product roadmap
- Operate across platforms/major systems of record



## A Sample Future-Ready Stack:

### For Sellers: **Execute Faster**

- **Outbound:** Lead enrichment + AISDR agent
  - Purpose: Cultivate Interest
  - Warmly + Chili Piper, Artisan, Copy.ai
- **Early Discovery:** Demo automation
  - Ex: Testbox, Demoboost, Saleo, Consensus
- **Mid-Funnel:** AI Sales Agent
  - Ex: Ava by Vivun
  - Purpose: Increase speed to technical win; prevent no-decision bottlenecks
- **Post-Sale:** AI CS agent for customer support and handoff continuity
  - Purpose: improve service times and increase customer satisfaction

### For Leaders: **Get Automatic, Integrated Insights**

- **Enablement:** AI agents equipped with up-to-date product intelligence
- **Intelligence:** Forecasting or and product gap intelligence

# Conclusion: The Agentic Operating Model

**Sales leaders are under immense pressure—to hit targets, scale teams efficiently, and deliver consistent results in increasingly complex deal environments. Traditional methods can't keep up, and adding more tools or headcount isn't a sustainable answer. This is where Agentic AI steps in—not as another point solution, but as a strategic shift in how work gets done across the revenue engine.**

The mid-funnel is the ideal point of intervention. It's where buyers demand answers and reps need support. It's also where deals stall, forecasts break, and team morale slips. Agentic AI is uniquely suited to this stage because it doesn't wait for a prompt—it understands what needs to happen, when, and why. It delivers the work products, insights, and execution that accelerate momentum, without sacrificing quality.

But not all AI is created equal. Real AI agents have a brain—they possess domain expertise, operate with contextual awareness, and produce outputs autonomously. If it needs constant prompting, it's not an agent. If it can't connect to your systems of record, it's not equipped to drive outcomes. Sales leaders should evaluate AI not by the promise of automation, but by the ability to act with precision, proactively, and at scale.

This is more than a new toolset. It's a new mindset. One that gives sellers the expertise they need, when they need it. One that clears the bottlenecks, lifts the burden, and restores momentum.

**This is More Power to Sales.**  
And Agentic AI is how you deliver it.

# FAQs

## What is an AI Sales Agent?

An AI Sales Agent is a proactive, autonomous digital teammate built to do the work of a human in a specific business function—like a Sales Engineer or Sales Rep. Unlike traditional AI assistants that require constant prompting, a true agent uses embedded expertise, memory, and logic to understand context, make decisions, and take meaningful action on behalf of the team.

## What's an example of an AI Sales Agent?

Ava by Vivun is the first and only AI Sales Agent with Sales Engineering expertise. She performs tasks like creating stakeholder maps, writing solution documents, and generating sales handoffs—automatically. Ava understands the workflows of technical sales, learns from your CRM and CI tools, and produces deliverables that would otherwise take your team 20+ hours per deal.

## What's the difference between Agentic AI and Generative AI?

Generative AI creates content in response to prompts—like drafting emails or summarizing transcripts. Agentic AI takes it further: it acts autonomously, driven by goals rather than instructions. It perceives, reasons, and executes work without needing to be asked—just like your best team members.

## What are the best use cases for Agentic AI in sales?

Agentic AI shines in the mid-funnel, where most deals stall. It accelerates technical discovery, automates follow-up materials, validates solutions, and creates consistent handoffs—closing the gaps that slow sales cycles. It's ideal for companies with high AE:SE ratios or resource-constrained sales teams that still need technical coverage.

## What's the difference between an AI Agent, Assistant, and Avatar?

- **Agent:** Autonomous, proactive, and specialized. Works independently to produce outcomes.
- **Assistant:** Helpful, often prompt-based. Enhances productivity, but rarely owns outcomes.
- **Avatar:** A digital persona or interface—like a chatbot or visual AI—but often lacks depth or decision-making ability. An Agent can have an Avatar, but not every Avatar is an interface to an Agent.

### Is it better to build AI agents from scratch or invest in pre-built solutions?

According to Gartner, most organizations should begin their AI agent journey with prebuilt agents or no-code builders. Building agents from scratch can be time-consuming, technically complex, and resource-intensive—especially without deep domain expertise or infrastructure. While custom-built agents may offer flexibility for unique use cases, prebuilt platforms offer faster time to value, easier integration, and lower skill barriers. In a rapidly evolving market, where the cost of waiting is high, prebuilt agent platforms allow teams to pilot use cases and prove ROI without massive up-front investments. Gartner recommends identifying high-impact use cases, experimenting with prebuilt solutions, and scaling based on demonstrated outcomes.

### How do I know if an AI solution is a true agent?

#### Ask:

- Does it require prompting, or act on its own?
- Can it deliver completed work products—not just summaries?
- Does it understand my sales domain and workflows?

True agents have a “brain”—a logic layer trained on your domain—and the ability to deliver results without being told what to do.

### Why should sales teams invest in AI Agents?

Investing in AI Agents means investing in velocity, coverage, and consistency across the sales cycle. Agents eliminate the manual busywork that bogs down AEs and SEs, generating technical assets, follow-up documentation, and deal intelligence in real time.

This allows sales teams to focus on what they do best—building relationships and closing business. The cost of not investing? Slower cycles, higher operational costs, and lost opportunities that could have been accelerated with intelligent support. In a world where every deal counts, AI Agents don’t just improve productivity—they protect pipeline and prevent bottlenecks.

### How should I evaluate vendors claiming to offer AI Agents?

Gartner recommends scrutiny. Look for signs of “agent-washing”—where vendors rebrand assistants, chatbots, or RPAs as agents without real autonomy or intelligence. Ask vendors for:

- Examples of autonomous action, not just reactive features
- Demonstrated use cases with tangible business impact
- Integration across your tech stack
- A clear logic layer (e.g., knowledge graphs) powering decisions
- Clear insights about where and how your data is used, stored, protected, and shared with third and fourth parties





## About Vivun

Vivun delivers the world's most advanced AI Sales Assistant—automating the critical work required to move complex deals forward. By generating sales-ready outputs that help every rep engage stakeholders, build value, and drive urgency, Vivun empowers sales teams to close more deals, faster.

To learn more visit [www.vivun.com](https://www.vivun.com).