# ACCELERATE EVERYTHING

How AI-Generated Sales Assets Will **Transform B2B Sales**

# The Age of AI Agents is Here

AI is no longer a futuristic concept in sales—it's here, and it's changing everything. At Vivun, we believe the future of Sales Engineering lies in intelligent automation that allows reps to spend more time selling and less time on administrative work. That's why we created Ava, the AI Sales Engineer powered by Agent Intelligence, capable of delivering powerful, proactive work products we call Accelerators.
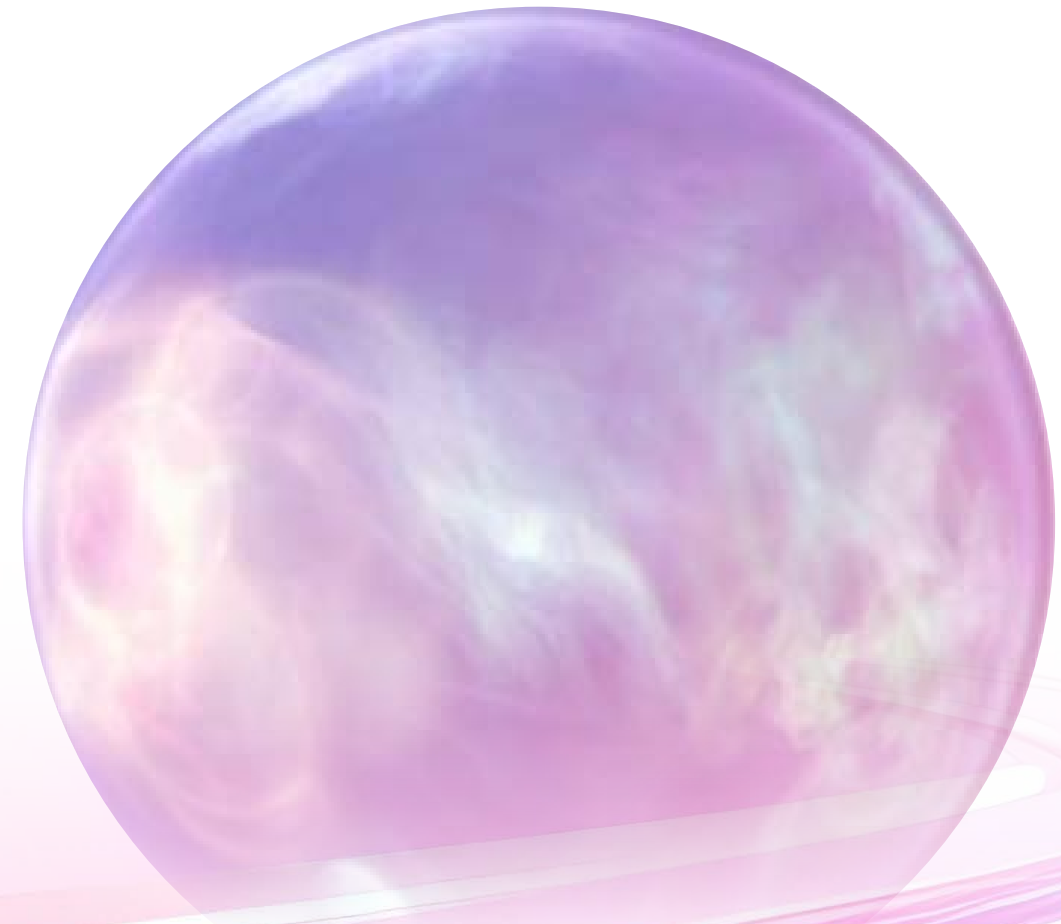
# What is an AI Agent?

Gartner defines an **AI Agent** as follows:

**"An AI Agent is an autonomous or semi-autonomous software entities that use AI techniques to perceive, make decisions, take actions, and achieve goals in their digital or physical environments."**

In sales, this means more than a copilot or a chatbot. An AI Agent becomes a virtual teammate, one that understands your pipeline, your prospects, your product—and acts on your behalf to advance deals.

# AGENT**INTELLIGENCE**

We believe that AI agents should that replicate expert behavior, which enables them to proactively perform high-value work with contextual awareness and precision.

**Our proprietary method means that our agents are:**

**Domain-Specific:** Trained on sales-specific data, not just generic internet knowledge.

**Context-Aware:** Built on memory architecture and graph chaining.

**Proactive:** Creates deliverables before they're requested.

**Integrated:** Pulls from Salesforce, Slack, call transcripts, file shares, and more.

Without these elements, AI Agents will fall short in helping you achieve your goals.

# Accelerators

The most important element of an intelligence, expert AI Agent is that it works proactively. Users should not have to master prompt engineering is order for the AI agent to deliver value.

That's why Accelerators exists. Accelerators are AI-generated, contextually-aware, and proactively created assets that sales reps use to accelerate decision making and shorten sales cycles.

**Accelerators are:**

- Automatically created based on deal context, which CRM systems or Conversational Intelligence solutions don't do.

- Actionable assets, which are designed to reduce friction, drive velocity, and standardize best practices and repeatable behaviors.

- Modeled after best practices, which our expert AI Sales Engineering understands having been trained on millions of acceleration tasks.

# Meet the Accelerators

Accelerators do all of the dirty work in a deal that exists been a prospect's initial interest all the way through Closed Won. The middle of the sales process is the longest and most complex stretch - where sellers determine which products to sell and must compel stakeholders to align on the value case. Impacting these areas results in shorter sales cycles and higher average deal size.

Based off of the best practices from the top Sales Engineering teams on the planet there 9 deliverables that have been proven to increase velocity.

**Click any Accelerator to understand:**

➡ What It Is

➡ Why it's Important

➡ The Status Quo Approach

➡ How it Accelerates the Sales Cycle

➡ Estimated Time Saved

Competitive Intelligence

Executive Summary

Stakeholder Maps

Company Research

Sales Handoff

Solution Document

Engagement Summary

Forecast Summary

Product Feedback

# Company Research

**Description:** A detailed company brief that includes essential facts like funding history, leadership changes, recent news, key competitors, technology stack, and prior engagement history with your team.

**Why It's Important:** Personalization starts with deep understanding—and personalization drives results. Reps who demonstrate an informed perspective build trust faster, have more meaningful conversations, and are more likely to uncover true business pain.

**How It Accelerates:** Saves time and improves meeting preparation, allowing reps to show up informed, confident, and credible. That level of preparation leads to more productive conversations, faster qualification, and earlier alignment with the buyer's priorities—all key contributors to higher conversion rates and shorter sales cycles.

**Status Quo:** Most reps manually search Google, scan LinkedIn, visit investor sites, and scrape press releases to prepare for each meeting. What gets entered into the CRM during early discovery can be outdated by the time you're building a proposal. Staying current is time-consuming, error-prone, and often skipped—leading to missed signals and missed opportunities.

**Time Saved:** 2–4 hours per account

Company details

Market position

Talking points

**Company Research**

# Executive Summary

**Description:** A concise, decision-ready overview of the opportunity that includes key deal metrics, stakeholder roles, business value, risks, and next steps.

**Why It's Important:** Executives don't have time for long threads or disorganized notes—they want the essence of the deal in one place. A well-crafted executive summary drives alignment, unlocks resources, and increases the chances of getting support from leadership both internally and within the customer's org.

**How It Accelerates:** Enables executives to quickly understand where the deal stands and how to help. It ensures continuity when new stakeholders join late and keeps internal leadership focused on what matters. This leads to faster decisions and better internal collaboration.

**Status Quo:** Reps often scramble to write these before big meetings, using a mix of scattered notes, CRM entries, and Slack messages. They're inconsistently formatted and sometimes overlooked entirely—especially when time is tight or deals are moving fast.

**Time Saved:** 1–1.5 hours per opportunity

# Stakeholder Map

**Description:** A dynamic map of all the key people involved in the deal, their roles, influence, sentiment, objections, and relationships to one another.

**Why It's Important:** Selling today means navigating complex buying groups. Without visibility into who's who—and what they care about—deals stall or die. Stakeholder mapping helps reps build champions, neutralize blockers, and create political strategies that win.

**How It Accelerates:** Clarifies influence paths and highlights engagement gaps, enabling reps to drive alignment across the buying group faster. With a clear view of the people involved, reps can tailor messaging, delegate effectively, and build consensus more quickly.

**Status Quo:** Reps manually create "player maps" in Lucidchart, slide decks, or even whiteboards. But these are often built late (if at all), are rarely updated, and don't reflect ongoing changes in sentiment or org structure. The result is blind spots and surprises.

**Time Saved:** 1–2 hours per deal

**Stakeholder Maps**

# Solution Document



**Solution Document**
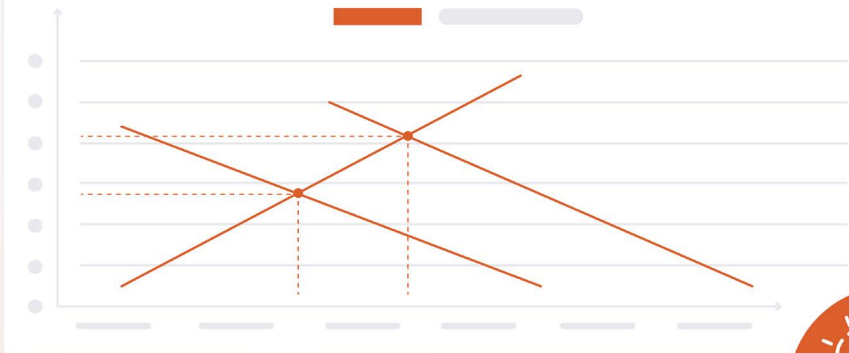
**Product Market**

**Description:** A tailored articulation of how your product solves the customer's specific problems—mapped to their goals, pain points, and desired outcomes.

**Why It's Important:** A good solution narrative moves a deal forward. A great one makes the decision obvious. Reps who can clearly explain how their solution aligns with the buyer's goals are more likely to earn trust, gain buy-in, and accelerate through internal evaluations.

**How It Accelerates:** Enables faster internal alignment and buying committee consensus. Provides sellers with a crisp story that can be reused across meetings, forwarded internally by the buyer, or included in proposals.

**Status Quo:** Often crafted manually by the AE or SE after multiple calls. Requires stitching together discovery notes, slide decks, and product documentation. It's time-intensive and inconsistent—especially under time pressure.

**Time Saved:** 2–3 hours per opportunity

# Forecast Summary

**Description:** A narrative summary of why a deal is forecasted to close, including rationale, risk factors, buyer sentiment, and key milestones ahead.

**Why It's Important:** Sales leaders need to know why a deal is in the forecast, not just that it is. A strong summary gives visibility into deal health and ensures the team is focused on the right opportunities.

**How It Accelerates:** Removes ambiguity in forecast calls and pipeline reviews. Helps leadership coach more effectively and identify risks earlier. When reps articulate confidence clearly, deal reviews go faster and strategic resources can be deployed sooner.

**Status Quo:** Usually assembled from memory or disjointed notes the morning of a forecast call. Varies widely in quality depending on the rep's experience and bandwidth.
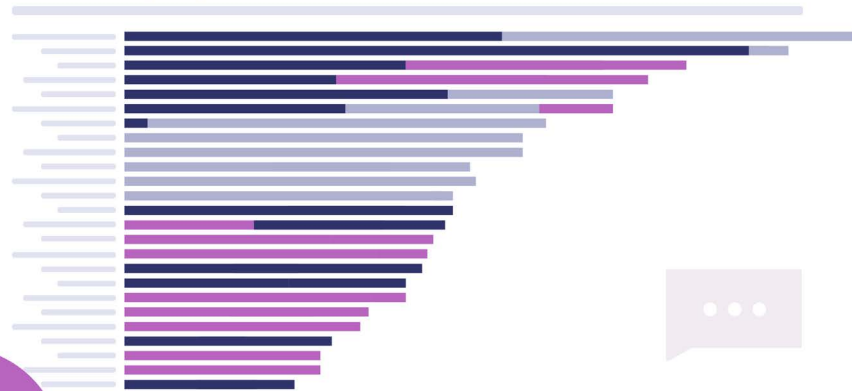
**Time Saved:** 0.5–1.5 hours per deal



Forecast Summary

# Product Feedback

**Description:** A structured summary of product gaps and enhancement requests shared during the sales cycle, with full context and attribution.

**Why It's Important:** Product feedback is a strategic asset—if it's captured correctly. Understanding what's blocking deals and why buyers care gives Product and Engineering the insight they need to prioritize the roadmap and close the loop with the field.

**How It Accelerates:** Captures potential deal blockers early and ensures they're addressed or escalated. Empowers reps with workarounds, enables better expectation setting, and helps Product focus on what will drive revenue.

**Status Quo:** Feedback is scattered in Slack threads, emails, and call notes. It's often incomplete, lacking context, or forgotten by the time it's needed for roadmap planning.

**Time Saved:** 1 hour per deal

Product Feedback

Product Gaps by Customer feedback

# Competitive Intelligence

**Description:** A real-time battlecard summarizing known or likely competitors in the deal, with differentiators, objection handling, and win strategies.

**Why It's Important:** In competitive deals, the difference between winning and losing is preparation. Reps need to know how to position against rivals, what landmines to avoid, and where their solution shines.

**How It Accelerates:** Gives reps fast access to key differentiators and winning talk tracks—at the exact moment they're needed. Helps sellers confidently navigate competitive conversations and close deals faster.

**Status Quo:** Battlecards are often out of date or buried in enablement portals. Many reps rely on tribal knowledge or Slack threads when things get competitive, which leads to inconsistency and confusion.
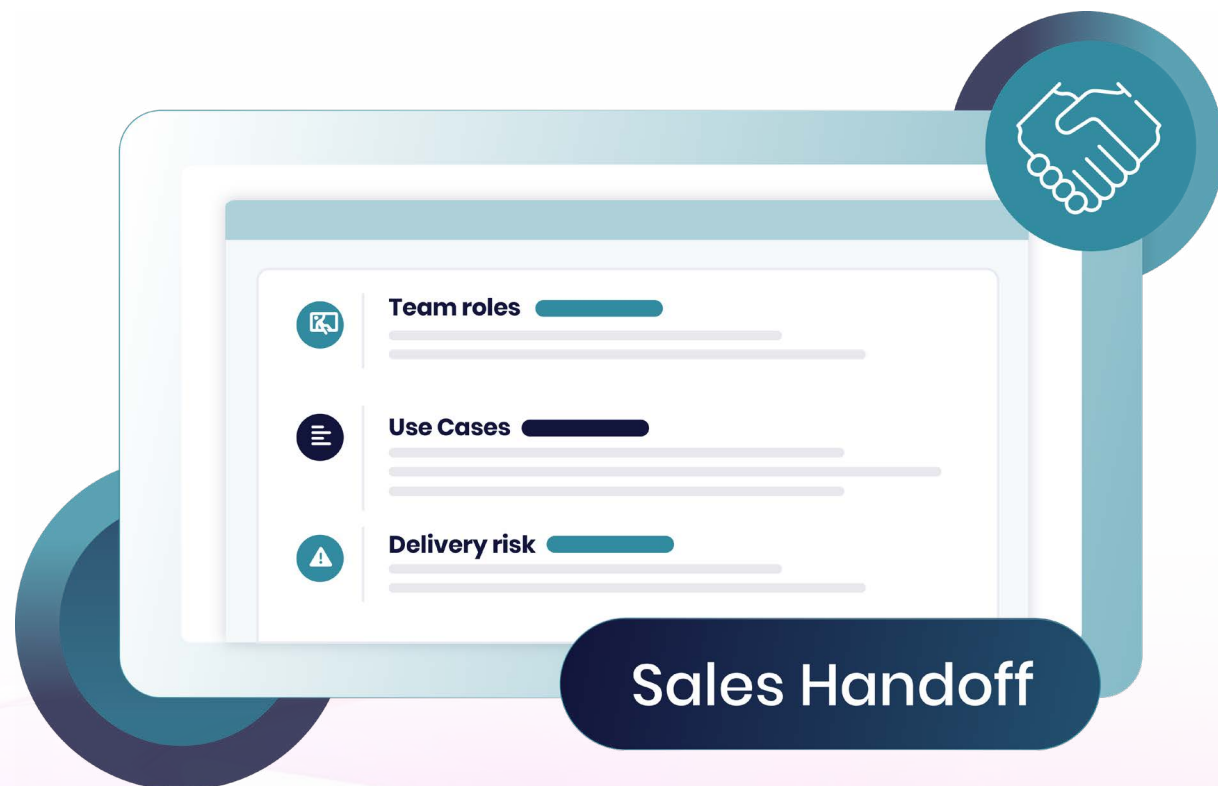
**Time Saved:** 1 hour per deal

## Competitive Intelligence

# Sales Handoff

**Description:** A comprehensive summary of the opportunity and customer context, delivered to post-sale teams to ensure a seamless transition.

**Why It's Important:** What gets lost in transition gets dropped in delivery. A strong handoff ensures customer goals, key contacts, success criteria, and potential risks are clearly communicated—reducing the chance of churn or dissatisfaction.

**How It Accelerates:** Reduces implementation delays, eliminates repeat discovery, and accelerates time to value. With all context in one place, post-sale teams can start strong and avoid costly missteps.

**Status Quo:** Handoffs are typically done ad hoc in Slack, or in long emails that may not be shared with the full delivery team. They're inconsistent, incomplete, and often a last-minute scramble.

**Time Saved:** 1–3 hours per deal

Team roles

Use Cases

Delivery risk

Sales Handoff

# Engagement Summary

**Description:** A timeline of key interactions (calls, emails, meetings), organized by sales stage with summarized takeaways and direct quotes.

**Why It's Important:** Leadership, overlay teams, and even new reps need a clear view of what's happened in a deal. Context is critical for coaching, intervention, and moving quickly when new information emerges.

**How It Accelerates:** Eliminates the need to dig through CRM records, call transcripts, or Slack messages to reconstruct deal history. Keeps teams aligned and makes onboarding additional stakeholders faster and easier.

**Status Quo:** Often cobbled together manually before forecast reviews or deal strategy sessions. Accuracy varies, and valuable insights can be missed entirely.

**Time Saved:** 2–3 hours per deal
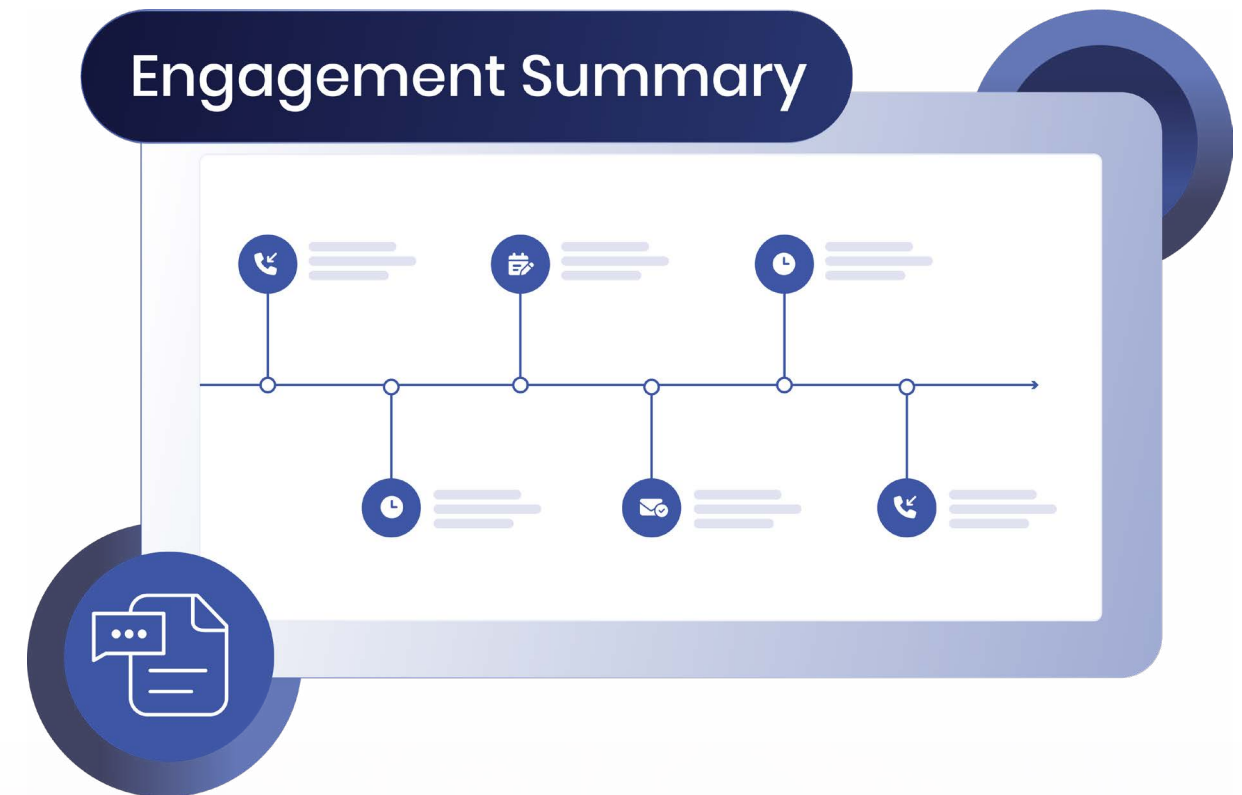
# Accelerate Everything

Collectively, Accelerators are built to eliminate repetitive manual work and replace it with proactive, high-quality output. Accelerators also understand that none of these work products are static. They constantly evolve over the course of the opportunity.

**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.

| 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 Value of Acceleration

Acceleration is not just productivity—it's about consistency and impact.

Accelerators standardize best practices so every rep, regardless of tenure or territory, can perform like your best rep. Thawing that "frozen middle," increases the number of reps hitting quota, and ultimately transforms the revenue model of your business.

**15%**
**Increase in Win Rate**

**25%**
**Shorter Sales Cycles**

**10%**
**Higher Attainment**

# Ready to Accelerate?

Your products are increasing complexity.

Your buying teams are getting larger.

Your sales team is toggling between 8-10 tools to support a process.

Collectively, this means sales cycles are getting longer and that likelihood that the majority of your sales team is struggling to attain quota.

An AI Sales Engineer - who is an expert in the domain that who can proactively creates contextual deliverables is how modern sellers rise above the noise, drive precision in execution, and win more deals with less effort.

**Go to [vivun.com](https://vivun.com) to learn more.**

# Missing Something?

**Don't see an Accelerator that would make a difference in your sales process?  Let us know—we're just getting started.**

At Vivun, we built Ava and our Agent Intelligence architecture to be flexible, modular, and extensible. If there's a deliverable your reps are spending time creating—whether it's for buyer alignment, internal forecasting, or post-sale success—we can teach Ava to generate it.

Accelerators aren't one-size-fits-all. Different sales teams have different motions, artifacts, and workflows. That's why we partner closely with our customers to identify new ways Ava can proactively generate work that improves efficiency, consistency, and execution across your revenue organization.

Whether it's a custom discovery document, a unique proposal format, or a field-specific briefing—if it helps your reps sell, we want to help automate it.

Your sales process is unique. Your AI Sales Agent should be too.

**Have an idea for a new Accelerator?**

Talk to your Vivun Account Executive or submit a demo request to start the conversation. Together, we can build the tools your team needs to close more deals, faster—with less effort and greater consistency.

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