



For Decision-Makers Shaping the Future of Enterprise Sales

New Sales Empowerment “Autonomous Proposal Generation and Deal Closure”

Case Study on Proposal Automation, Sales Productivity, and
Measurable ROI

Introduction

In this case study, we share the story of an enterprise that set out to solve one of the most time-consuming bottlenecks in B2B sales — proposal creation and deal closure. Their goal was simple: eliminate waiting time.

Despite a skilled sales team, the company's proposal process was fragmented. Drafts required multiple approvals, updates from product teams, and revisions from management before reaching the client. It was not unusual for weeks to pass between verbal agreement and final proposal delivery — and that delay often determined whether they won or lost.

1) Clients Overview

The project was developed for a global service provider in the industrial automation sector. The company serves large manufacturing clients with complex, multi-product offerings requiring detailed technical and financial proposals.

Their challenge: sales cycles were long and coordination between departments slowed down closing momentum. The leadership wanted a way to produce complete, compliant, and customized proposals within hours — not weeks.

The target audience included decision-makers at the Director and VP levels of Engineering, Procurement, and Operations in large enterprises.

2) Overall challenges and objectives

Challenges

The core issue was the delay between customer intent and company response. Once a potential client expressed interest, the proposal process triggered a cascade of manual steps — gathering documentation, requesting input from product specialists, reviewing pricing, and formatting responses.

This reactive workflow created several pain points:

- Lost deals due to delayed responses.
- Frequent errors or inconsistencies in proposal data.
- Sales teams spending valuable customer time chasing internal approvals.
- Management lacking visibility into where proposals stalled.

Objectives

1) Response Time Reduction

Generate full, personalized proposals automatically within hours of client requests.

2) Workflow Automation

Replace manual proposal creation with an intelligent, zero-administration workflow.

3) Consistency and Compliance

Ensure that every proposal is aligned with pricing policies, product specifications, and brand guidelines.

4) Sales Acceleration

Shorten deal closure cycles by at least 50%, while maintaining high customer satisfaction and engagement.

3) Product Description

BlueCallom's **SALESTICE** was chosen for its ability to manage the entire post-negotiation phase — from opportunity recognition to contract-ready proposal — with full autonomy.

The system introduced several breakthrough capabilities:

- **Intelligent Proposal Drafting**
SALESTICE automatically compiles proposal content based on the opportunity profile, customer history, and deal context. It combines commercial, technical, and financial information into a coherent, branded document ready for review.
- **Autonomous Document Management**
The AI handles version control, compliance checks, and approval flows in the background. Human input is only required for content validation, not assembly.
- **Adaptive Communication**
SALESTICE detects customer behavior (email engagement, meeting tone, and urgency) and adjusts proposal detail and tone accordingly.
- **Instant Follow-Up Coordination**
Once the proposal is sent, SALESTICE tracks customer interactions, manages follow-ups, and provides the sales team with actionable recommendations — ensuring that no opportunity goes cold.

The AI-native design allowed the company to maintain full control over quality while eliminating all repetitive administrative work.

4) Implementation Process

Leadership Considerations

The Chief Sales Officer sponsored the initiative, defining it as a key strategic pillar in their digital transformation roadmap. Leadership communicated early that AI would *not* replace sales judgment — it would amplify it. This created immediate buy-in across departments.

Technological Prerequisites

Integration with internal pricing and product systems was handled through standard APIs. No replacement of existing systems was required. SALESTICE connected seamlessly with the existing document repository and CRM, pulling all necessary data automatically.

The implementation took six weeks from pilot start to first autonomous proposal delivery.

Client Engagement

The project team worked closely with BlueCallom's solution architects to train the AI on company-specific pricing models, compliance templates, and approval hierarchies.

Sales representatives participated actively in the pilot — testing AI-generated proposals, reviewing tone and accuracy, and providing feedback to refine the adaptive learning engine.

Within the first month, the AI achieved a 95% accuracy rate in proposal content and formatting.

5) Results and Impact

Measuring results relative to the initial challenges

1) Proposal Turnaround Time

The time required to create and deliver a complete proposal dropped from an average of 10 business days to under 24 hours.

2) Sales Cycle Compression

The faster response directly accelerated deal closure, shortening average sales cycles by 45% within the first quarter.

3) Proposal Quality and Consistency

All generated proposals were structurally identical and brand-aligned. Managers noted a drastic reduction in manual errors and pricing inconsistencies.

4) Sales Team Productivity

Salespeople no longer needed to assemble or request information. They simply validated and sent. Administrative time dropped by 75%.

5) Customer Feedback

Clients responded positively to the speed and personalization. One customer described it as *“the first time a vendor seemed to know what we needed before we asked.”*

6) Cultural Shift

The internal mindset evolved from *“waiting for information”* to *“guiding the conversation.”* Sales teams became more proactive, focusing on strategy rather than process.

7) Future Vision

The company plans to expand SALESTICE to generate contracts and delivery schedules automatically, turning the entire post-sale cycle into an intelligent flow.

6) Initial and long-term cost

Initial Cost

The pilot program began with 20 users at a cost of **CHF 1,000 per user per month**, including AI customization, integration setup, and data training.

Operational Cost

After deployment, the ongoing cost stabilized at **CHF 400 per active user per month**, including support, AI learning updates, and proposal tracking automation.

Efficiency Gains

The savings from time reduction and faster deal closure produced an ROI above **700%** within the first six months. Each salesperson managed up to twice as many active opportunities without additional workload.

Long-Term Outlook

With each proposal cycle, the AI continues to improve precision and tone. The company plans to scale globally, forecasting that by year two, the cost per deal will decline by more than 60%.

7) Lessons learned and Future Outlook

There are several lessons we learned:

Leadership

Leadership alignment was critical. By setting a clear vision that AI supports human intelligence — rather than replaces it — the rollout faced almost no internal resistance.

Expertise

The company learned that the most valuable expertise wasn't technical. It was contextual. The better the input data (past proposals, pricing structures, templates), the smarter the AI became.

Motivation and Empowerment

The new workflow re-energized the salesforce. What used to be seen as tedious administrative work became a fast-paced, intelligent process that highlighted each salesperson's creativity and intuition.

The team must want it

Early adopters played a key role in establishing trust. Once the first deals closed within

days instead of weeks, adoption spread naturally. One sales executive summed it up perfectly:

“We didn’t lose control — we gained time.”

How to go from here:

Pilot programs are available and can be started at any time. If you face similar challenges in proposal management or deal closure, our team can help you explore how SALESTICE can accelerate your process.

AI Readiness

Experience creates readiness. Each new workflow makes the organization more capable, confident, and competitive.

Interesting events

- Join one of our **Knowledge Transfer Webinars** on intelligent sales workflows.
- Explore **whitepapers** and other resources on our website.
- Visit our office in Zürich — where every transformation starts with a great conversation and a good cup of coffee.



set it in motion _____



BlueCallom AG
CH 8008 Zürich
Switzerland

bluecallom.com

contact@bluecallom.com
+41 (44) 500-6480