



For Decision-Makers Shaping the Future of Sales

--- New Sales Empowerment: “Leads and Sales Process”

Case Study on AI-powered Sales Enablement and
Measurable Business Impact

Introduction

In this case study, we share a story of a tech company that seeks to generate new ultra-high-quality sales leads every day.

1) Clients Overview

The project has been developed for a B2B Software manufacturer in the enterprise software business. The specific challenge was to reach into new geographic territories. The target audience within enterprises is C-Level, VP-Level, and Head of IT.

2) Overall challenges and objectives

Challenges

The biggest challenge was to attract customers for an unestablished brand in a new territory, without making enormous advertising investments and waiting and learning what works and what does not.

Objectives

1) **Lead Generation**

Aiming for daily new highly qualified leads. The known agencies that had provided contacts could not achieve the desired quality.

2) **Reducing the Sales Cycle**

The specific aim was to reduce sales cycles by empowering the sales team to respond instantly to every request. Moreover, predict the need for information based on the sales stage, before the customer even asks.

3) Product Description

BlueCallom's SALESTICE was selected for three reasons:

- A demonstrable generation of high-quality leads with an exceptional depth.
- The ability to match leads with the company's product portfolio to increase the win rate even further.
- The system design, which not only generated leads but also helped close them in a dynamic and customized sales process from lead to closure
- A new sales forecast system was introduced, offering configurability and unbiased results by leveraging all sales flow data. It could display forecasts at any point in time, reflecting the current progress situation.
- The latest technology looked promising for the unpredictable future of AI.

4) Implementation Process

Leadership Considerations

It was apparent that the CEO's backing and empowerment were critical for the team and BlueCallom to move forward. In this case, the CEO was ambitious to demonstrate technology leadership for their team, board, and investors.

Technological Prerequisites

In this case, no specific integration was required. The Sales team used the SALESTICE system instead of their existing CRM and only uploaded results into their CRM at the end of the process for this pilot project. The next step is an internal discussion to feed the CRM system underway from the SALESTICE data, replace the CRM with SALESTICE, or make SALESTICE the only user of the CRM and keep it that way.

Client Engagement

The client helped feed the AI Solution with company-relevant data, such as their offering. With that, a product fit could be assessed between the lead and the company that wants to sell into that lead company.

5) Results and Impact

Measuring results relative to the initial challenges

1) **Lead Generation and Delivery.**

The product generated 10 leads for each salesperson every night at 2 am, and it was delivered to the individual sales managers around 7 in the morning.

2) **Lead Quality**

The team was positively surprised by the quality. 4 to 6 pages per lead. Detailed assessments identified opportunities and potential starting points for the project. Most leads had the correct contact names, email addresses, and phone numbers. Those who did not show adequate contact information were dismissed by the client.

3) **Introduction email**

Part of SALESTICE is the introductory email where the lead contact was transparently informed that the contact was created by an AI including the

assessment that there may be a good match between them and the products of the company.

4) **Prospect Response**

The possible response from the prospect was instantly reviewed by the AI and a return email was provided by the AI. It could identify if there was a request for more information to send the material right away, and also to introduce the salesperson to get to know each other.

5) **Results**

In the first few weeks, the results grew from a 20% response rate to 35% after several adjustments to the intro email and response email.

6) **Impact**

The impact on the sales team was in many ways interesting.

a) Acceptance was almost 100% some did not feel too well sending these Agent emails.

b) The lead quality was received with great enthusiasm. One person asked if they could use it in a personal writing style as well. So it was allowed.

c) After two weeks, the aggregated 100 leads per person were too much, so they reduced the number from 10 to 5 leads per person per day.

d) The lead quality kept being of strategic importance as the follow on calls and meetings could be much better prepared.

An additional module in SALESTICE helped prepare the presentations and proposals further.

7) **Future**

The next versions of SALESTICE will include autonomous sales reporting and forecasting

6) Initial and long-term cost

At present, the average cost per lead is based on the enormous depth of the AI research and its cost of almost CHF 100. Running the entire process from Lead Generation to Proposal Delivery is roughly CHF 500 per Prospect. If the prospect discontinues the conversations, the price declines proportionally.

As the volume grows, the price will decline. However, it is currently difficult to predict the exact amount.

7) Lessons learned and Future Outlook

There are several lessons we learned:

Leadership

The earlier the leadership gets involved, the faster the project gets momentum. The old saying “The pace of the leader determines the speed of the rest” remains crucial in understanding effective leadership.

Expertise

While the fear of lacking expertise is understandable, the pilot program showed that it was relatively easy to excite teammates to join and get started. The training we provided was a half-day online session, but it should ideally be a full day to allow for more questions, reduce fear, and present additional scenarios.

Motivation and Empowerment

Enterprise employees are used to learning fast and working efficiently. So they will adapt equally quickly. But it needs a strong and crystal clear signal from their supervisors and managers to set the team in motion.

The team must want it

There are enough people in every business who understand the advantages and benefits of AI. Let them go first and let them enjoy the privilege rather than enforcing the use of AI. Almost everybody has heard it at least once: *“AI is not replacing jobs. But those who use AI may replace those who don’t.”*

How to go from here:

Pilot programs are available and can be started at any time. If you have a similar situation and find this case study inspiring, please reach out to our team to explore how we can assist you.

AI Readiness

No worries, it does not exist. Nobody is ready. It's the experience with the technology that makes you ready. No parent is ready for their first child, yet we've been handling it for 5 million years, starting with the emergence of Homo erectus.

Interesting events

- You will find engaging Knowledge Transfer Webinars on our website
- We offer whitepapers and several other resources for download on our website.
- Or come by our office in Zürich. There is always a good cup of coffee for you.



set it in motion _____



BlueCallom AG
CH 8008 Zürich
Switzerland

bluecallom.com

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