

WHITE PAPER

How to boost sales and revenue

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Executive Summary

B2B companies face the challenge of maximizing their sales optimization while simultaneously increasing revenue. PredictiveSales.com offers an AI-powered solution that uses sales resources more efficiently and specifically identifies growth opportunities.

This whitepaper demonstrates how PredictiveSales.com revolutionizes sales optimization in the B2B sector through modern AI technologies. Companies can use detailed data analyses to achieve revenue growth, strengthen customer retention, and unlock new market potentials. Additionally, PredictiveSales.com supports international expansion.

With access to over 200 billion external data points, PredictiveSales.com transforms your sales team into a powerful, future-oriented unit. Learn how to optimize your B2B sales strategy and increase revenue.

Challenges in B2B Sales

B2B sales is the heart of every company and plays a decisive role in shaping future business development. However, sales optimization in the B2B sector faces significant challenges: The diversity of human strengths and weaknesses makes sales a sensitive area. Moreover, fewer people are choosing a career in sales, exacerbating general staff shortages and driving up sales costs. These costs today often amount to 15% to 20% of revenue and, alongside the cost of goods, form the largest cost block for many companies.

Sales turnover is also on the rise. New salespeople must quickly take over from their predecessors and continue their success. This is where Artificial Intelligence (AI) in sales comes into play: AI optimizes scarce and expensive sales resources, allowing companies to increase B2B revenue despite lower resource investment. How does it work? AI becomes the "Selling Superbrain." It continuously learns and extracts the knowledge lying dormant in your salespeople's minds. It combines billions of data points, enabling you, as a business owner, to grow without relying solely on the knowledge of your sales team. Does this sound utopian? Quite the opposite! Read on to discover how PredictiveSales can become your SuperSalesBrain and set your sales team on a path to success.



How AI Revolutionizes B2B Sales: Optimization and Revenue Growth

PredictiveSales.com ensures sustainable growth and supports sales optimization in the B2B sector. It functions as a navigation system for the optimal allocation of expensive sales resources. Your “SuperSalesBrain” provides your sales team with the necessary information to focus on the customers and companies that will secure future growth:

- 1.Which existing customers have growth potential?
- 2.Which customers are suitable for cross-selling, and by how much can revenue grow with each customer?
- 3.How will your revenue develop, and what contribution will each customer make to it?
- 4.Which customers are at risk of leaving and should be retained?
- 5.Which inactive customers, currently with your competitors, offer the greatest potential and should be won back?
- 6.Which companies in the market are easiest to acquire and what growth potential do they offer for your company?

With this information, as a managing director, sales manager, or head of sales control, you gain a clear picture of how to steer your team toward growth. The key word is effectiveness: Target the right customers, reactivate the right customers, and win the right customers. Opportunities become visible with absolute precision, and you gain a clear overview of the market.



PredictiveSales: The AI Solution for Optimizing Your Sales Results

PredictiveSales.com positions itself as a comprehensive AI solution for sales optimization in the B2B sector. It incorporates cutting-edge AI methods specifically developed for this purpose, with access to 200 billion external data points.

As a bridge between external company information and your internal ERP and CRM systems, PredictiveSales.com can be operated either in your own data center or on our server infrastructure. PredictiveSales.com is available in eight European countries as well as in the USA.



The Mathematics of B2B Revenue Growth

Companies often invest 15% to 20% of their revenue in sales. This sales share represents the biggest lever for increasing profits.

Let's consider an example: A company increases its revenue by 5% with the help of PredictiveSales. This B2B revenue increase is not based on additional sales resources but solely on more precise management through the aforementioned measures. Since sales costs remain constant, the sales cost share drops from 20% to 19%. This corresponds to a 5% revenue increase without the need for any additional cost adjustments.

How does this affect the profit and loss statement? Since all other company costs remain constant, the revenue increase directly impacts profit. With a contribution margin of 40%, this corresponds to a 3% increase in profit margin. If your current profit margin is 5%, this ultimately results in a whopping 60% increase in profit.



Internationalization: AI-Powered Expansion in B2B Sales

PredictiveSales.com offers a powerful solution for the internationalization of B2B companies. Our AI supports your global sales strategy by transferring the knowledge gained in your home market to international markets. This AI-powered expansion allows you to quickly identify and capitalize on new market potentials.

Within a few hours, PredictiveSales.com makes all sales potentials in Europe and beyond visible. International sales optimization is significantly improved by our AI, as it provides precise insights into potential customers and their buying behavior in various countries. With PredictiveSales.com, you not only strengthen your international sales organization but also promote exports, which are crucial for many companies.

Thanks to the integration of PredictiveSales.com into your global sales strategy, you can maximize the effectiveness and efficiency of your international sales resources. Our solution is currently available in seven countries and offers the flexibility to support your expansion goals worldwide.

The Research Basis of PredictiveSales.com

PredictiveSales.com was developed as part of two intensive research projects in collaboration with the Federal Ministry of Research and the state of Hesse. The clear goal: to strengthen medium-sized businesses in sales through the use of AI and to develop a best-in-class solution that leads sales organizations to significant revenue growth.

Take Action Now!

- **Request a demo:** Experience PredictiveSales.com in action and see how our solution can transform your sales strategy.
- **Contact our team:** Do you have questions or need more information? Our expert team is available to answer your questions and develop tailored solutions.
- **Start your journey:** Implement PredictiveSales.com and begin increasing the efficiency and success of your sales team.

Visit www.predictivesales.com or contact us directly via email at dastani@dastani.com. Let's achieve your sales goals together!