

THE LEGACY CRM TRAP

Salesforce and HubSpot deployments often turn enterprise sales teams into overqualified data-entry clerks. Reps spend nearly **66% of their week** on non-selling activities. Technical debt, brittle custom Apex/Flow maintenance, and manual entry create bottlenecks while nimbler competitors close deals faster.

THE SOLUTION: VELOCITY AI

Velocity AI is an agentic sales-automation framework engineered to sit directly on top of your existing CRM foundation. Traditional setups store data after the fact; Velocity AI **acts on data autonomously in real time**—continuously evaluating buyer intent, executing contextual outreach, and driving pipeline without manual rep overhead.

AUTONOMOUS SDR FUNNEL — FROM STATIC DATABASE TO REVENUE ENGINE

STAGE 01

Zero-Touch Hygiene

Parses calls, auto-fills custom CRM fields & logs tasks with 0 human effort.

STAGE 02

Real-Time Intent

Tracks web engagement, funding rounds, org changes & 400+ live buying signals.

STAGE 03

Contextual Outreach

Synthesizes press releases & call transcripts for hyper-personalized messaging.

STAGE 04

Deal Velocity

Evaluates sentiment & deal momentum to prescribe high-probability closing steps.

CORE PLATFORM CAPABILITIES

- 1

Predictive Intent Scoring & Monitoring

Replaces static demographic filters with continuous monitoring of live buyer signals—executive hires, tech-stack updates, buying windows—to surface high-converting accounts daily.
- 2

Autonomous Administrative Hygiene

Recovers the 66% of sales hours lost to logging. Agents capture action items, parse call audio into structured Salesforce/HubSpot fields, and schedule follow-ups instantly.
- 3

Hyper-Personalized Generative Outreach

Beyond generic merge tags—synthesizes earnings calls, news & LinkedIn activity into bespoke, multi-channel cadences that lift reply rates and eliminate manual drafting.
- 4

Deal Velocity & Revenue Forecasting

Real-time analytics over close velocity, buyer responsiveness & call sentiment to flag stalled deals and prescribe exact next actions before prospects cool.

ARCHITECTURAL BENCHMARK — LEGACY VS. VELOCITY AI

OPERATIONAL FACTOR	LEGACY CRM (SALESFORCE / HUBSPOT)	VELOCITY AI NATIVE AGENTIC LAYER
Speed to Value	Months of custom Apex, Flow builds & consultant fees	Instant native setup; operates on existing CRM data immediately
Cost Structure	Heavy per-seat license tiers + constant developer overhead	Predictable ROI tiering; scales without headcount expansion
User Adoption	High friction; continuous manual data hygiene from reps	100% passive background tracking; zero behavioral change required
Intelligence	Fragmented across disconnected third-party plugin stacks	Unified agentic framework with native generative & intent context

THE COST OF INACTION

- Lost win rates:** competitors engage in-market buyers first with hyper-targeted context.
- Talent burnout:** top quota-carriers leave when forced to act as manual data clerks.
- Forecasting drift:** subjective pipeline estimates consistently miss revenue targets.

THE ENTERPRISE OUTCOME

+40%

Pipeline velocity — multiply outbound throughput with autonomous agents.

100%

Data sovereignty — private enterprise deployment, complete data isolation.

Close

Reps invest 100% of their energy in relationships & deal execution.