

APPLIED PERSPECTIVE 05 · COMPLEX B2B

SELLER PRODUCTIVITY

Reducing administrative friction while protecting the human moments that create revenue

A MULTILENNIUM BUSINESS APPLICATION

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AI PRODUCTIVITY IS NOT MEASURED BY OUTPUT ALONE.

It is measured by less friction around customer work—while context, judgement and accountability remain human-owned.

Commercial teams can lose capacity across fragmented research, preparation, documentation, follow-up and reporting.

*The opportunity is a governed workflow around the seller
– not an autonomous seller replacement.*



01 Fragmented research

Account, service, finance and market context must be assembled repeatedly.



02 Preparation overload

Teams recreate briefs, questions and stakeholder views for every meeting.



03 Documentation burden

Notes, CRM updates and internal reports compete with customer-facing time.



04 Follow-up delay

Slow capture weakens commitments, ownership and momentum.

FROM TASK AUTOMATION TO A BETTER COMMERCIAL WORKFLOW

A management lens – not a blanket maturity claim.

CURRENT VIEW

- 01 Search across systems
- 02 Generic preparation
- 03 Unstructured meeting notes
- 04 Delayed CRM entry
- 05 Duplicated manual reporting



NEXT STAGE

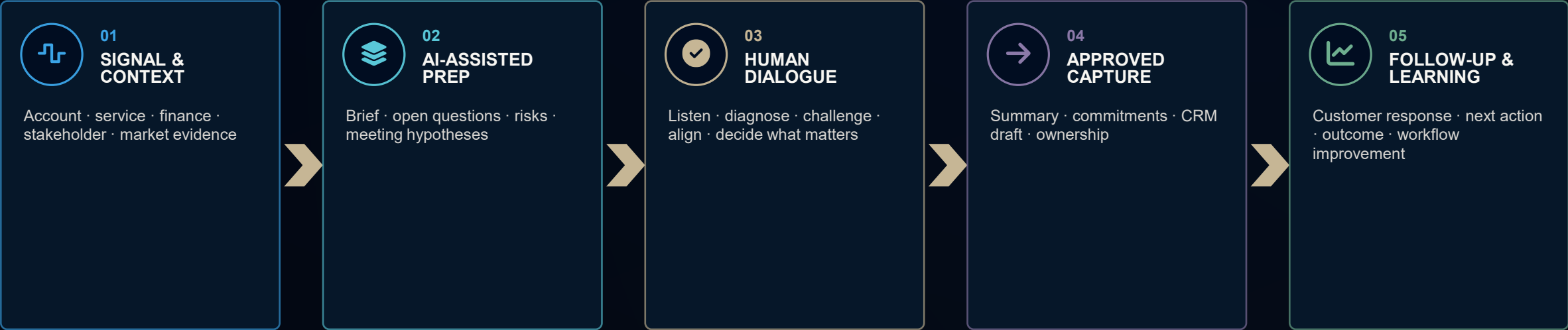
- 01 Role-relevant customer brief
- 02 Account-specific questions and hypotheses
- 03 Verified commitments and open issues
- 04 Human-approved structured update
- 05 Reusable outcome learning

**NORTH
STAR**

Automate the friction around customer work – not the judgement inside it.

BEFORE, DURING AND AFTER THE CUSTOMER INTERACTION

Keep assistance useful, verification explicit and ownership human.

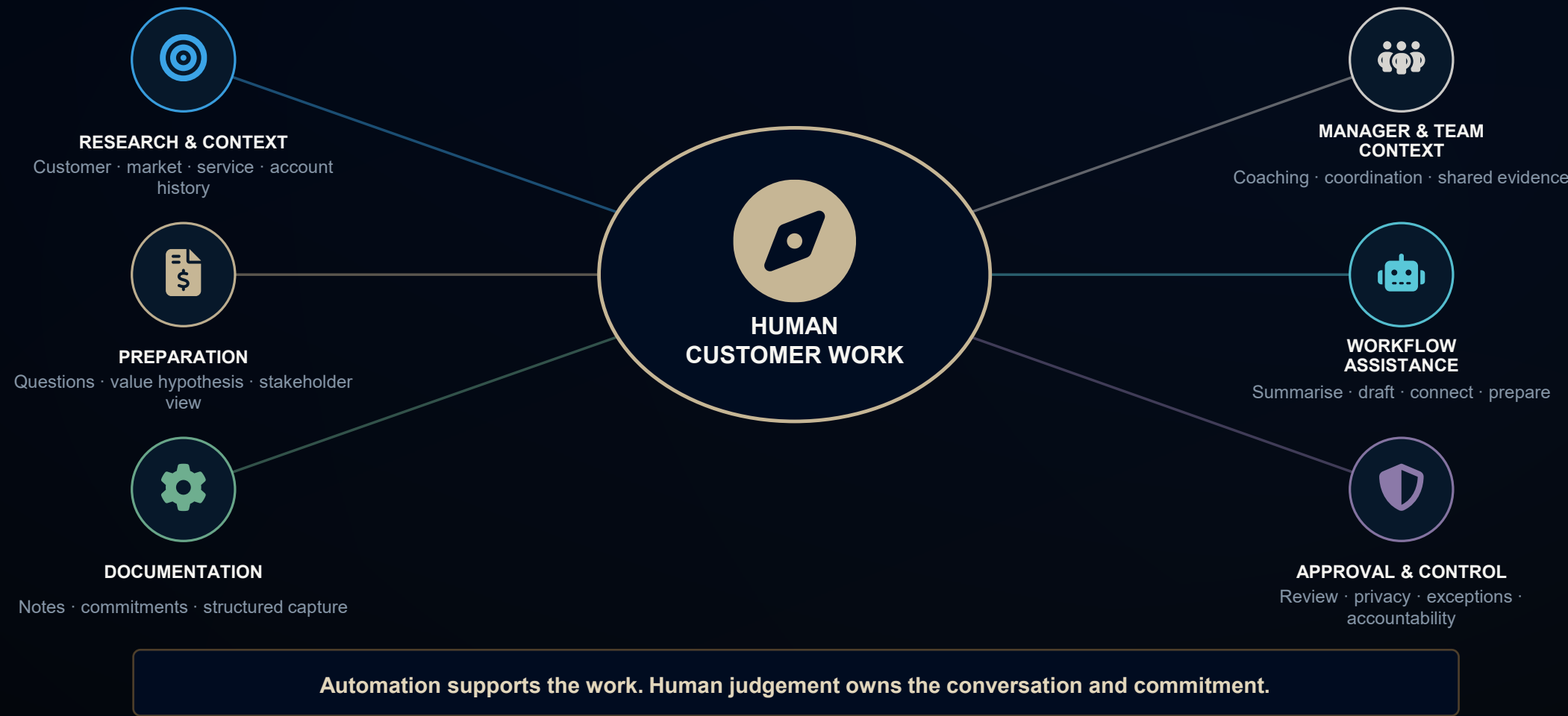


GOVERNANCE RULE

AI drafts and recommends. The seller verifies, edits, approves and owns every customer-facing commitment.

PROTECT HUMAN TIME

AI should surround the customer interaction with support – without taking ownership of the relationship.



A GOVERNED MEETING WORKFLOW

Show the inputs, assistance, owner, evidence boundary and human approval point.

INPUTS



01 ACCOUNT CONTEXT

History · open opportunities · customer priorities · relationship



02 TRIGGER / CHANGE SIGNAL

Renewal · service event · leadership change · inactivity



03 STAKEHOLDER CONTEXT

Known roles · access gaps · prior commitments · unknowns



04 VALUE & RISK CONTEXT

Business impact · assumptions · dependencies · open risks

ILLUSTRATIVE RECOMMENDATION

WHY NOW

Renewal window is approaching
A service issue remains unresolved
A new stakeholder has entered the process
Previous value assumptions are not yet validated

EVIDENCE STRENGTH

MODERATE

RECOMMENDED NEXT BEST ACTION

Prepare a concise meeting brief and question set; after the conversation, draft the summary, commitments and CRM update for seller approval.

OWNER: ACCOUNT LEAD | HUMAN DECISION: ACCEPT / ADJUST / REJECT

MEASURE THE WORKFLOW – NOT THE DEMO

Productivity is credible only when time, quality and adoption improve against a baseline.



MEASURE A

Time Recovered

- Meeting-preparation time
- Follow-up latency
- Administrative effort



MEASURE B

Work Quality

- CRM completeness
- Commitment clarity
- Evidence captured



MEASURE C

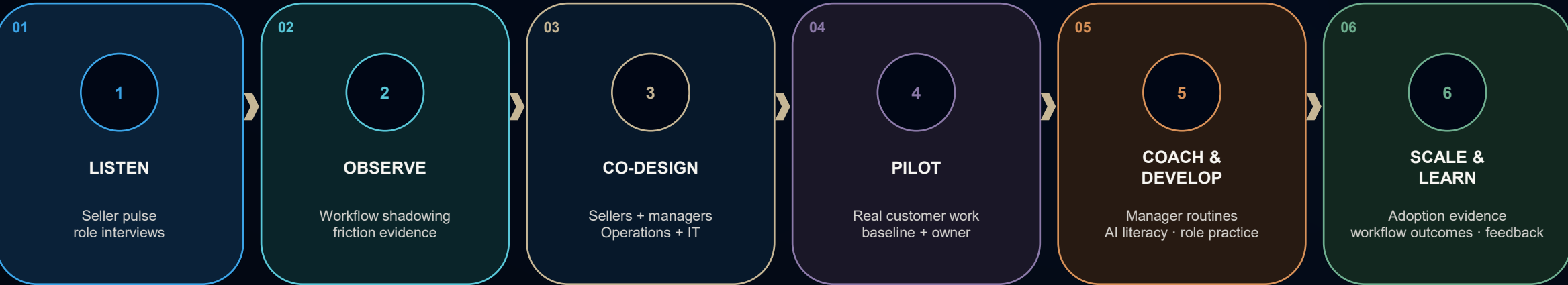
Adoption & Management

- Seller acceptance
- Manager coaching routines
- Exception and decision learning

BASELINE · OWNER · WORKFLOW KPI · QUALITY GUARDRAIL · STOP / SCALE CRITERION

TURN AI-ASSISTED WORKFLOWS INTO DAILY SELLER PRACTICE

Voice of Sales identifies friction; co-design improves the workflow; manager coaching and capability development embed the new routines.



WHAT THE SYSTEM MUST IMPROVE



This is a workflow-adoption and capability-development system—not a communication rollout.



WHERE DOES ADMINISTRATIVE FRICTION CONSUME CUSTOMER-FACING TIME TODAY?

One workflow. One baseline. One governed path to improvement.

- 01 Do sellers rebuild the same research and preparation repeatedly?
- 02 Are commitments weakened by slow documentation and follow-up?
- 03 Does AI create more output—without improving the workflow, adoption or customer outcome?

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