

AISA

A NEW AI-POWERED SALES TOOL

Developed by Motion5



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AISA — From Sales Activity to Winning Deals

Summary

AISA is an AI-powered sales co-pilot that helps organizations win complex B2B deals by improving qualifications, accelerating decision-making, and increasing win rates and profitability. It enables multidisciplinary deal reviews in hours instead of days, reduces cost of sales, and strengthens Win/No-Bid discipline. Delivered as a fully proprietary agent within your own IT environment (e.g. Copilot or ChatGPT Enterprise and others), it becomes a scalable, long-term commercial capability that replaces traditional sales enablement.

Why do I need it?

In today's complex B2B environment, sales teams are overwhelmed by data, stakeholders, and internal coordination. Deals require alignment across functions, yet traditional approaches rely on fragmented tools, lengthy meetings, and inconsistent judgment.

The result: high activity, slow decisions, and unnecessary cost of sales.

AISA (AI Sales Assistant) changes this fundamentally.

What is it?

AISA is a next-generation sales co-pilot that transforms how organizations qualify, manage, and win complex deals. It does not add another layer of tooling—it replaces traditional sales enablement by embedding structure, intelligence, and decision-making directly into the sales process.

At its core, AISA turns complexity into clarity.

It continuously evaluates opportunities, identifies hidden risks, challenges assumptions, and surfaces the patterns that determine whether a deal will progress or stall. More importantly, it translates this insight into a small number of high-impact strategic actions that drive real progression.

What impact will it have?

The impact is immediate and measurable:

- **Higher win rates** through sharper qualification and focused strategy
- **Lower cost of sales** by eliminating wasted effort on low-probability deals
- **Faster decision-making** — multidisciplinary deal reviews in hours instead of days
- **Improved profitability** through disciplined prioritization and resource allocation
- **Stronger Win / No-Bid decisions** based on evidence, not optimism.

Where traditional sales enablement depends on training, templates, and manual reviews, AISA delivers **real-time, deal-specific guidance**—consistent, objective, and scalable.

It enables teams to move from:

- activity → impact
- assumptions → evidence
- discussion → decision

How is AISA delivered

Our offering goes beyond software.

We design and implement a **fully proprietary AISA agent** within your own IT environment, tailored to your commercial model, terminology, and governance. This ensures full control, data security, and long-term differentiation.

The solution includes:

- integration with your existing systems (e.g. Microsoft Copilot, ChatGPT Enterprise, or similar environments)
- configuration of decision logic and deal evaluation frameworks
- customization to your sales process, stakeholders, and business context
- full, long-term usage of the underlying IP within your organization.

AISA becomes a structural capability—not a temporary tool.

It empowers sales teams, managers, and leadership to make better decisions, faster, and with greater confidence.

Because in the end, winning complex deals is not about doing more. It is about **making the right decisions—and executing them with precision.**

AISA is a joint solution in partnership between Burnt Oak Partners and Motion5.