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SOLUTION BRIEF / B2B AI GROWTH

Your next revenue stream starts here.

Turn proven AI value into a coordinated enterprise buying decision.

For AI companies with paying customers, a working product and ambition beyond their first use case.

THE MARKET PAIN

Adoption is a start. Expansion takes alignment.

An enthusiastic user can open the door. Revenue growth still depends on the people who fund, implement and sponsor change. When those conversations happen in isolation, promising accounts lose momentum.

73%

of purchases involve three or more departments. [1]

60%

of organizations struggled to identify buying-group members. [2]

38%

of B2B sales are lost to indecision. [3]

WHY RETHINK BUSINESS DEVELOPMENT NOW?

Buyers research independently and form preferences early. AI vendors must make unfamiliar products credible across a wider buying group while finding new applications for proven capabilities. More outreach alone cannot resolve a missing business case, an implementation concern or an absent sponsor.

Market findings reported in Informa TechTarget, *Unifying Demand Generation*, revised Aug. 2026. Original research attribution and interpretation notes appear on page 3. These are not AccountPace results.

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THE ACCOUNTPACE APPROACH

One account. A shared growth case.

AccountPace packages executive strategy into account-level action: why this company, why this use case, who needs to agree and what would help them decide.

01 **Find the reason to act.**

Connect leadership changes, investor context, acquisitions and expansion plans to a specific operating need. Keep sourced facts separate from hypotheses.

02 **Find the next application.**

Start with demonstrated product value. Frame an adjacent workflow or market opportunity, then identify the discovery question that would validate it.

03 / ALIGN THE PEOPLE AND THE PROOF

BUDGET OWNER

The case for investment

Personal outreach grounded in operational impact, scope and business value.

TECHNICAL BUYER

The case for deployment

Expert dialogue on integration, data, controls and evaluation criteria.

EXECUTIVE SPONSOR

The case for confidence

Corporate-brand expertise and credible proof, supported by direct executive dialogue.

Three coordinated paths, with multiple stakeholders where needed. Engagement plans can include legal, procurement, security and end users.

04 / MAKE THE NEXT DECISION VISIBLE

Priority alignment
Business pain + budget + sponsorship

Closing & contracting
Evaluation + terms + contracting

Buying group matched
Commercial + technical + executive

Business trigger sourced
Operating change + context + use case

Twelve independent building blocks. One executive snapshot of readiness and open decisions.

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ACCOUNTPACE PILOT

Put your next revenue opportunity in motion.

Identify the right accounts. Align the buying group. Start conversations grounded in a clear business case.

WHAT WE WILL SCOPE WITH YOU

01 **A focused opportunity map**

Prioritized accounts and adjacent-use-case hypotheses, with the reasons for relevance and questions still to validate.

02 **A buying-group engagement plan**

Commercial, technical and executive paths with stakeholder gaps, role-specific messages and recommended proof.

03 **An executive decision snapshot**

The account readiness grid, unresolved decisions and a shareable PDF with an editable email draft.

04 **A pilot learning review**

A baseline and end-of-pilot review of preparation effort, stakeholder coverage and qualified conversations, with next-step recommendations.

Apply for a pilot

Tell us about your product, paying customers and growth challenge.
We will review fit and agree the scope, timeline and commercial terms.

accountpace.com/#launch

info@accountpace.com

Pilot delivery combines the current workspace with guided research and planning. Live CRM sync, automated outreach and secure multi-client workspaces are not yet available. Scope and deliverables are agreed before kickoff; revenue outcomes are not guaranteed.

Research notes: [1] Forrester, as cited on p. 21 of Informa TechTarget's *Unifying Demand Generation* (Aug. 2026). [2] Forrester as cited by Informa TechTarget, p. 22. [3] Challenger, as cited on p. 9. Statistics are secondary-source findings; study populations and methods have not been independently verified. They describe market challenges, not measured AccountPace performance.