

Your Commercial Revenue, Augmented

How our processes turn
your proposals into collected cash

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01 - THE PROBLEM

Three leaks in your commercial pipeline

Every week, your company loses revenue. Not because your offering is wrong. Not because your prices are too high. But because your commercial cycle leaks at three precise points.

01 Leak 1: the proposal that arrives too late

Your prospect requests a quote on Monday. You draft it between meetings. It goes out on Thursday. Meanwhile, a faster competitor has already responded. According to Harvard Business Review, 78% of B2B contracts go to the first supplier who responds.

02 Leak 2: the follow-up that never happens

Your proposal is sent. Silence. You tell yourself you'll follow up next week. Next week, you're on another file. The prospect has signed elsewhere. 80% of sales require 5 follow-ups. 44% of salespeople give up after the first.

03 Leak 3: the invoice that sleeps

The contract is signed. The work is done. The invoice is sent. And it stays unpaid for 60, 90, 120 days. In the EU, the average B2B payment delay is 54 days. 25% of SME bankruptcies are caused by cash flow problems linked to unpaid invoices.

The problem isn't your offering. It's the machine that delivers it.

Why AI changes everything

Two years ago, generative AI produced generic text. Today, it understands context, tone, industry and prospect history. What changed:

01 Contextual understanding

Current models can ingest a 50-page brief, cross-reference it with a company's public data, and produce a perfectly calibrated document – in minutes.

02 Personalisation at scale

Every proposal is unique, tailored to the prospect, their industry, their specific challenges. No generic template. No copy-paste. Senior consultant quality, automated process speed.

03 Relentless persistence

A dedicated agent doesn't postpone to tomorrow. It executes the planned sequence, on the planned day, with the planned tone – 7 days a week.

04 Instant financial analysis

Public company data (financial statements, insolvency proceedings, filing delays) are accessible via financial and legal databases. Our methodology synthesises them into a solvency score in seconds.

KEY TAKEAWAY

AI doesn't replace your commercial expertise. It eliminates the repetitive tasks that prevent you from focusing on what only you can do: convincing face-to-face.

03 – CONVINCING

Proposals that convert

The first service we deploy is bespoke commercial proposal drafting. Not a template filled in automatically – a personalised document, written with knowledge of your industry, your tone, and the prospect's specific challenges.

HOW IT WORKS

01 You send a brief

By email, WhatsApp or phone. The prospect's name, industry, identified need, estimated budget. 5 minutes of your time.

02 Our team drafts

Our dedicated agent cross-references your brief with your company context file, the prospect's public data (website, news, financial data), and your past winning proposals. Result: a professional, personalised document, ready to send.

03 You review and send

You receive a Word or PDF within 24h. You review, adjust if needed, and send. Your proposal always arrives first.

COMPARISON

	Traditional method	With our services
Turnaround	3 to 7 days	24 hours
Personalisation	Generic template	100% bespoke
Prospect data	Quick search	Full financial analysis
Cost per proposal	500-2000 (agency)	Included in subscription

04 – CLOSE

Commercial follow-ups that never let go

The proposal is sent. The real work begins. The difference between a won deal and a lost deal is almost always in the follow-ups – and that's precisely where most SMEs give up.

TYPICAL SEQUENCE

Timing	Channel	Content
D+2	Email	Thank you + open question about timeline
D+7	Email	Additional value element (case study, key stat)
D+14	Phone	Brief call: feedback on the proposal?
D+21	Email	Final elegant follow-up + call proposal
D+30	Email	Courteous close – the door stays open

Every message is drafted with the right tone, the right length, and a relevant reason to re-engage. No generic "just checking in". Every follow-up delivers value.

80% of sales require 5 follow-ups. 44% of salespeople give up after the first. Our process never forgets.

Payment reminders – The same principle applies to collections. A calibrated sequence from D+30 to D+75, with a tone that gradually evolves from courteous reminder to formal notice. Professional, firm, and above all: automatic.

05 – COLLECT

Solvency scoring and recovery

Before even drafting a proposal, a fundamental question arises: will this prospect pay? Too many companies invest weeks of work on a client who will never settle their invoice.

OUR APPROACH

We cross-reference data from financial and legal databases — three years of accounts, revenue, net profit, insolvency proceedings, filing delays — to produce a reliable, up-to-date solvency score.

SCORING GRID

Score	Meaning	Recommendation
A	Excellent solvency	Standard terms
B	Adequate solvency	Standard terms, monitored
C	Moderate risk	Upfront payment or cash on delivery
D	High risk	Decline or use factoring

THE PRINCIPLE

If the solvency score is poor, demand upfront payment or walk away — and invest your energy in clients who will pay. Better to lose a sale than lose a debt.

05 BIS – MARKET CONTEXT

Factoring and credit insurance

Solvency scoring fits within an existing ecosystem of client risk management. It doesn't replace factoring or credit insurance — it complements them upstream.

Solution	How it works	Cost / Limit
Factoring	Advances 60–90% of invoices, manages recovery	1.5 to 3% of assigned revenue
Credit insurance	Rates each client, ceiling, indemnifies if unpaid	0.2 to 0.5% of total revenue
Scoring (us)	On-demand, surgical, upstream scoring	Included in service

The fundamental difference: factoring and credit insurance intervene after the invoice is issued. Our scoring intervenes before the proposal is even drafted. You avoid wasting time, not just money.

The best recovery is the one you never need to do.

06 – THE COMPLETE CYCLE

Everything connects

The three services aren't isolated options. They form an integrated cycle covering your entire commercial journey, from prospect identification to collected cash.

- 01** **QUALIFICATION**
Solvency scoring
Before investing time, we verify the prospect can pay. A/B/C/D score in seconds.
- 02** **PROPOSAL**
Bespoke drafting in 24h
Brief received, document drafted, personalised to prospect and industry. Delivered as Word/PDF.
- 03** **COMMERCIAL FOLLOW-UP**
Calibrated sequence
D+2 to D+30: every message brings value. Adapted tone, optimised timing, nothing forgotten.
- 04** **DELIVERY & INVOICING**
Your process
You do what you do best: deliver your expertise. The invoice is issued.
- 05** **COLLECTION**
Payment reminders
D+30 to D+75: automatic, professional sequence, progressively firmer tone.

07 – ONBOARDING

From zero to operational

No IT project. No integration. No tool to learn. Onboarding takes three simple steps.

01 Founder brief

A call to understand your industry, typical clients, differentiators, commercial tone, and common objections. That's it.

02 Existing examples

You send us 2-3 winning proposals and 1-2 losing ones. That's your company's commercial DNA. Our methodology learns what works for you.

03 Context file synthesis

We produce a 1-2 page document capturing your company's essence. This file is injected into every production. It's your signature.

CORE PRINCIPLE

60% of the engine is universal. 40% is adapted to your context (industry, tone, typical clients). The synthesis happens automatically. That's why onboarding is so fast.

08 – RETURN ON INVESTMENT

The maths is simple

We don't sell technology. We sell additional revenue and recovered time. Here's how to measure the return.

EXAMPLE – B2B SME, AVERAGE DEAL SIZE 15,000

Proposals sent per month: 8 (instead of 4)

Conversion rate: 25% (unchanged)

Additional deals won per quarter: +3

Additional revenue per year: +180,000

Service cost: a fraction of this amount

ROI: the service pays for itself from the very first additional deal

FREQUENTLY ASKED QUESTIONS

“My clients will see it's AI”

No. The document is written in your tone, with your references. You review and adjust before sending.

“I'm worried about becoming dependent”

Every document produced belongs to you. If you stop tomorrow, you keep everything.

“How much does it cost?”

Pricing is tailored to your volume. A single additional deal more than pays for the service.

“What about confidentiality?”

NDA in the contract. GDPR compliant. Your data is never shared.

NEXT STEP

Let's talk about your commercial pipeline.