

SALES PERFORMANCE

SCIENTIFIC INSTRUMENTATION

BATTERY SECTOR

From discounting to **value selling** — globally, in five languages.

A private, self-hosted AI sales advisor putting 20 years of institutional knowledge into every rep's pocket.

8 weeks

MVP TO PRODUCTION

5 regions

NA · UK · EU · CN · JP

100%

SELF-HOSTED

£10M

CLIENT TURNOVER

CLIENT CONTEXT

A UK manufacturer of specialist battery-safety calorimeters with a global footprint. As industrial buyers overtook academic ones — a 30/70 flip in five years — Chinese competitors closed the quality gap and a distributor-led sales force kept defaulting to discounting, eroding margin in the very segment driving growth. New distributor hires walked into customer meetings without the institutional knowledge of 20-year veterans; battle cards lived on outdated PowerPoints in WhatsApp groups.

WHAT WE BUILT

The AI sales advisor — a private AI sales advisor trained on the client's confidential battle cards, datasheets, competitor analysis and pricing strategy. Sales staff and distributors ask natural-language questions ("how do I respond when a competitor undercuts us by 30% on a key deal?") and receive structured answers: positioning, differentiators, objection-handling and culturally-adapted talk tracks across five regions. Delivered via a secure web interface with role-based access. No confidential content leaves the client's environment.

WHAT IT UNLOCKED

► A confident sales force on day one

New hires and overseas distributors now walk into meetings with the institutional knowledge of a 20-year veteran — without waiting for training cycles.

► Margin protection on contested deals

Reps have an instant, structured response to the price objection that anchors on value rather than capitulating — measurably reducing reflexive discounting.

► A single source of sales truth across continents

Tokyo, Shanghai and Detroit now position the client consistently. Battle card updates at HQ reach every distributor the same week.

► Cultural adaptation without translation debt

Five-language deployment with region-specific talk tracks — not translation, but re-framing for how each market actually buys.

"I joined the company only a few months ago and was straight on a plane to China. Reading through the tool on the flight gave me the briefing I'd otherwise have spent weeks assembling — I walked into the room genuinely prepared. It's quietly become indispensable."

— Managing Director, UK battery safety manufacturer

COMMERCIAL SUMMARY

ENGAGEMENT LENGTH

8 weeks

MVP to production

INVESTMENT RANGE

£35k – £55k

Full multi-region build

ENTRY-LEVEL ENGAGEMENTS

From £8k

Scoped to single use case

INDICATIVE ROI

5× return · Payback in 2.5 months

10% discount reduction on £2.5M revenue

PILLAR

Sales Performance

SECTOR

Battery Safety

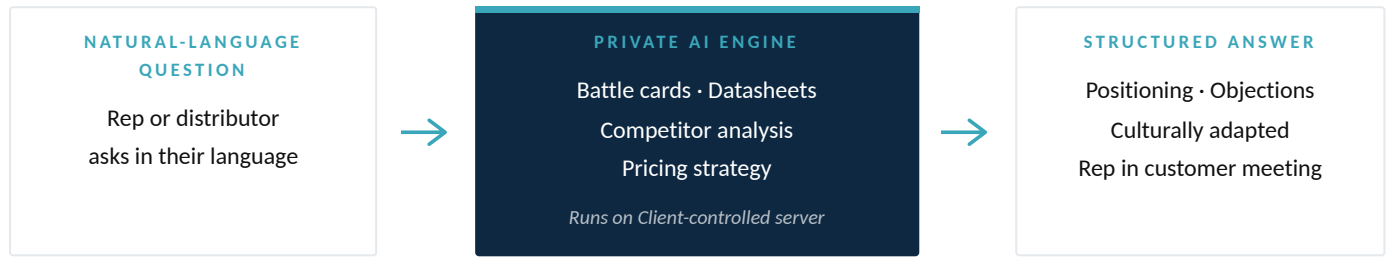
Calorimetry · Scientific Instrumentation

SALES ADVISOR · TECHNICAL DEEP-DIVE

Self-hosted by design. Private by default.

Your data, your infrastructure, your IP. No cloud dependency. No data egress. No vendor lock-in.

SOLUTION FLOW · HOW THE SYSTEM WORKS



All processing happens inside the client perimeter. No data leaves the server.

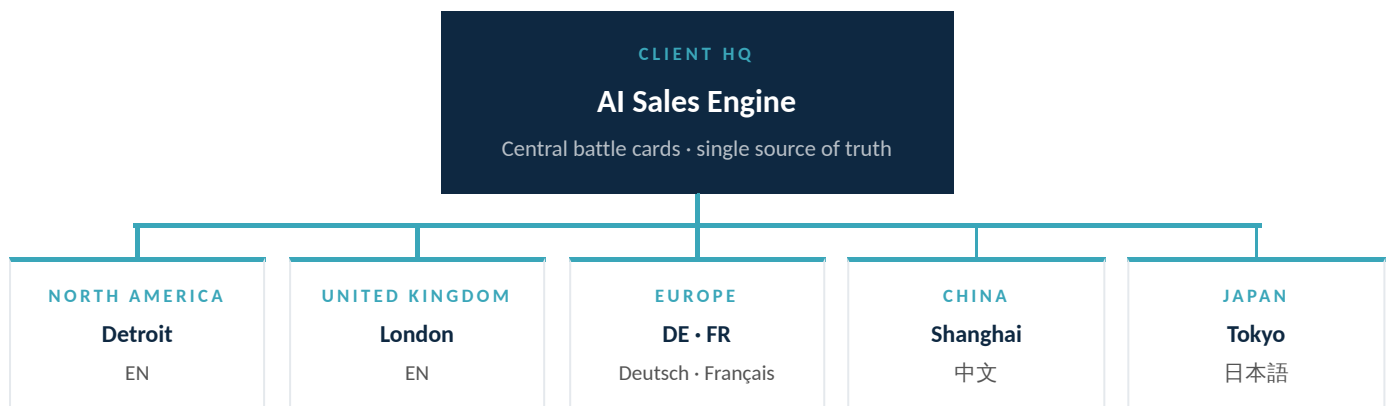
TECHNICAL STACK

LLM Runtime	Ollama · local execution
Model	Open-weights, Apache 2.0
Vector DB	Qdrant · RAG retrieval
Orchestration	n8n · Docker
Interface	Secure web UI · SSO
Access Control	Role-based · audit logged
Hardware	NVIDIA GPU · on-premises

IP & DATA POSTURE

- ✓ All confidential content stays inside the client perimeter. Zero cloud API calls during normal operation.
- ✓ Client owns the data, the vector embeddings, and the configuration end-to-end.
- ✓ Standard data formats throughout — no proprietary lock-in on the content side.
- ✓ Source code held in escrow for licensed product components; released on cessation of trading.
- ✓ Full prompt and response audit trail, queryable by user, date, and region.

REGIONAL DEPLOYMENT · A SINGLE SOURCE OF SALES TRUTH



Battle cards updated once. Every distributor updated the same week. Culturally-adapted talk tracks — not translation.

Talk to us about a pilot

NO COMMITMENT · NO CLOUD · JUST RESULTS