

SALESFORCE PRACTICE · FOR SALESFORCE ISVS AND SIS

Salesforce ROI GTM Across the Customer Value Lifecycle

Make the value of your AI agents easy to find, see and believe, from ideation to close, renewal and advocacy.

The Challenge

Deals go to no decision because buyers can't see the value.

Many products cannot align with their customer value.

Your AI agent delivers outcomes. Your buyers can't see the value.

89%

of B2B buyers now use GenAI in their buying process. Forrester (2024)

67%

of B2B buyers prefer a rep-free buying experience. Gartner (2025)

How the Industry Solves It

Lead with features

Most AI companies lead with features, automation and technical capability.

Sell outcomes, not seats

SaaS becomes Labor-as-a-Service, and case studies quantify the average.

Count activity at renewal

QBR decks count seats, logins and outcomes, and the renewal is decided on cost per outcome.

Why the Current Approach Fails

Customers do not buy technology because it is impressive.

They buy because it solves an important problem and produces a result they can defend. When those answers are unclear, even strong products become difficult to sell.

Price the proxy and you commoditize it. Prove the value and you differentiate.

The Impact of Leaving It Unresolved

“The cheapest outcome is the most expensive decision they'll make.”

No decision

Buyers can't see the value, so the deal stalls.

Commoditized on price

Can't charge a premium for a better agent. Deals come down to price and discounts.

Lost renewals

Gartner: 40%+ of agentic AI projects could be cancelled by 2027. Each one is a lost renewal.

A New Way of Thinking About the Problem Was Needed

}} *The only sellable value is measurable value.*



Customer Value Selling Proposition Level 5

One value proposition that works for every stakeholder in the customer's enterprise and their entire value chain.



The ROI Framework

Quantify the value of any solution in any vertical market, from the customer's own baseline.



One ValueGraph™

Author once. Generate anywhere.
Prove it paid off.

How We Address It: The Customer Value Lifecycle

Predict, assure and prove customer value, from concept to sales close, renewal and advocacy.



Value to You

Increase sales and grow lifetime value.



Easy to find

Found by AI search and buyers looking for the problem you solve.



Easy to see

Your value, in your customer's own numbers.



Easy to believe

Every ROI number explains itself, source to result.

Six Ways the Salesforce Practice Helps



1

**Salesforce ROI
GTM: CVP
Level 5**

Positioning and
messaging.



2

**ValueGraph™
partner
collateral**

Generate your
Salesforce
partner collateral.



3

**7-stack ROI
minisite GTM**

From pain aware
to ROI in 60
seconds.



4

**AI Agent
Assurance**

For new entrants:
fix it without
hiring more
developers.



5

Real ROI Agent

Turn your AI
agent into a
value-selling
system.



6

**Customer
value lifecycle**

One practice,
concept to
advocacy.

We don't compete with Salesforce. We complete it.

About Anthony Sarno and ValueLogics

22

years of ROI methodology

3

categories created: customer analytics, BPM, natural search

- Fractional Chief Customer Value Officer: leadership consulting and fractional ROI GTM advisory.
- Launched Ithena, a Business Objects division and the first customer value analytics application; enterprise work at Lombardi.
- Founder and CEO of ValueLogics.ai, the AI Value Accountability platform.

REASON 1 OF 6

Salesforce ROI GTM: CVP Level 5

Positioning and messaging.

Why This Is Important to You

Your customers don't know your value because you haven't taken the time to understand your customer's value.

The problem is not always the product. The customer cannot clearly see the value.

Why Us



A Level 5 value proposition is ONE proposition that works for every stakeholder in the customer's enterprise and their entire value chain.

REAL ROI Contracts™ get past mistaken assumptions and the 10 Common ROI Pitfalls to find the REAL requirements customers truly value.

How We Do It



Find the real business requirements

Get past mistaken assumptions to the real business problem before anything is quantified.



Map the value chain and its stakeholders

Every entity in the customer's value chain, and what each stakeholder values.



Write your customer value selling proposition

One Level 5 proposition, used across your site, ads, decks and Salesforce.

ROI Success Story: CVP Level 5 in Market

Martech SaaS company

Its Salesforce landing page, built on CVP Level 5, performed exceptionally.

Anco Environmental

CVP Level 5 landing pages. Testimonial from Mark Annis, CEO.

REASON 2 OF 6

ValueGraph™ partner collateral

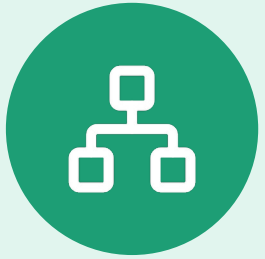
Generate your Salesforce partner collateral.

Why This Is Important to You



Value graphs are what get found by AI chat sessions.
Hand-built collateral isn't.

Why Us



One ValueGraph™ feeds every level. No drift, end to end.
Author once. Generate anywhere.

How We Do It

Generated from your ValueGraph™:

**Salesforce partner
pages**

Landing pages

Datasheets

**Rapid and long-term
case studies**

One-slide case study

**Multi-page case study
PDF**

Google Ads banners

Sales pitch deck

The sample portfolio is anonymized: a video email platform's Salesforce collateral, turned into a reusable template set.

REASON 3 OF 6

7-stack ROI minisite GTM

From pain aware to ROI in 60 seconds.

Why This Is Important to You

67%

of B2B buyers prefer a rep-free buying experience (Gartner, 2025).

Most prospects aren't aware of their problem yet. The value has to show up without a salesperson.

Why Us



An ROI minisite generated from your ValueGraph™: every level tells the same value story, and every number explains itself.

How We Do It



Value Quest → microtraining → value-first landing page → ROI in 60 seconds.

ROI Success Story: InfoGenesis

Buyers who saw the value bought. A point-of-sale vendor closed a multi-million-dollar sale in 90 days by selling to the hidden decision-makers.

5 CFOs

on a major casino operator's
buying committee

90 days

to close a multi-million-dollar
sale

Chosen over

a lower-cost upgrade of the
operator's existing system

REASON 4 OF 6

AI Agent Assurance

For new entrants: fix it without hiring more developers.

Why This Is Important to You

96%

of developers don't fully trust AI-generated code, yet only 48% always verify it (Sonar, Jan 2026).

AI agent over budget and overdue? Every fix breaks something else, and the release date keeps moving.

Why Us



Others test whether your agent works. We prove it still pays.

How We Do It

Automated testing and code generation. You approve the PRs.

- Automated regression testing on every PR
- Self-correcting: fixes generated as pull requests
- Deterministic, not prompt-based
- Tested against the business value in your WebROI

acme-service-agent · main PR #142 awaiting your approval

1 Apex trigger: missing null check on Case.Contact
Null guard added Fixed

2 SOQL query inside a loop
Query moved out of loop Fixed

3 Flow: hard-coded record ID
ID resolved by name Fixed

4 Agent action skips field-level security
FLS check enforced Fixed

5 Duplicated discount logic in 3 classes
Regenerated as one rule Fixed

6 Refund rule exceeds the agreed value limit
Limit restored from WebROI model Fixed

Found 6/6 Fixed 6/6 PR #142 open

ROI Success Story: Our Own Production System

We ran it on our own production system first.

RECORDED

50

bugs identified and corrected by
DAAG in our GP Admin system

ESTIMATE

~200 h

of conventional engineering
saved, at 4 hours per bug

BENCHMARK

84%

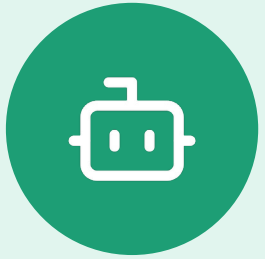
up to this much less code from
DAAG regeneration

REASON 5 OF 6

Real ROI Agent

Turn your AI agent into a value-selling system.

Why This Is Important to You



Your AI agent delivers outcomes. Your buyers can't see the value.

Why Us

Turn your AI agent into a value-selling system:



**One click from
Salesforce**



**Value statement
generated**



**Phone call
transfers
ownership and
delivery**



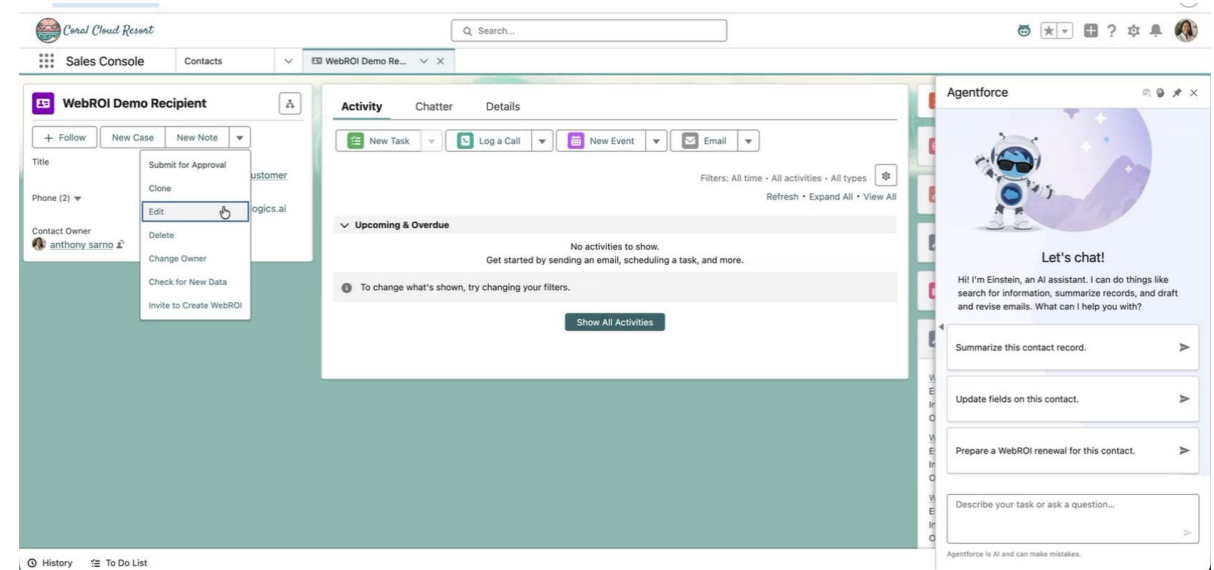
**Salesforce agent
prompt answers
any question**



**ROI
microtraining
educates
stakeholders**

How We Do It

- Invite to Create WebROI, one click from the Contact.
- Launch WebROI Renewal from the Opportunity.
- The baseline comes from your Salesforce data.
- Agentforce reads your WebROI cases through the OpenAPI actions spec.
- In progress: a Salesforce metric catalog maps your org's metrics to WebROI inputs, with lineage from source to result.



Agentforce inside Salesforce, next to a WebROI contact.

ROI Success Story: Metrix

1,000%+

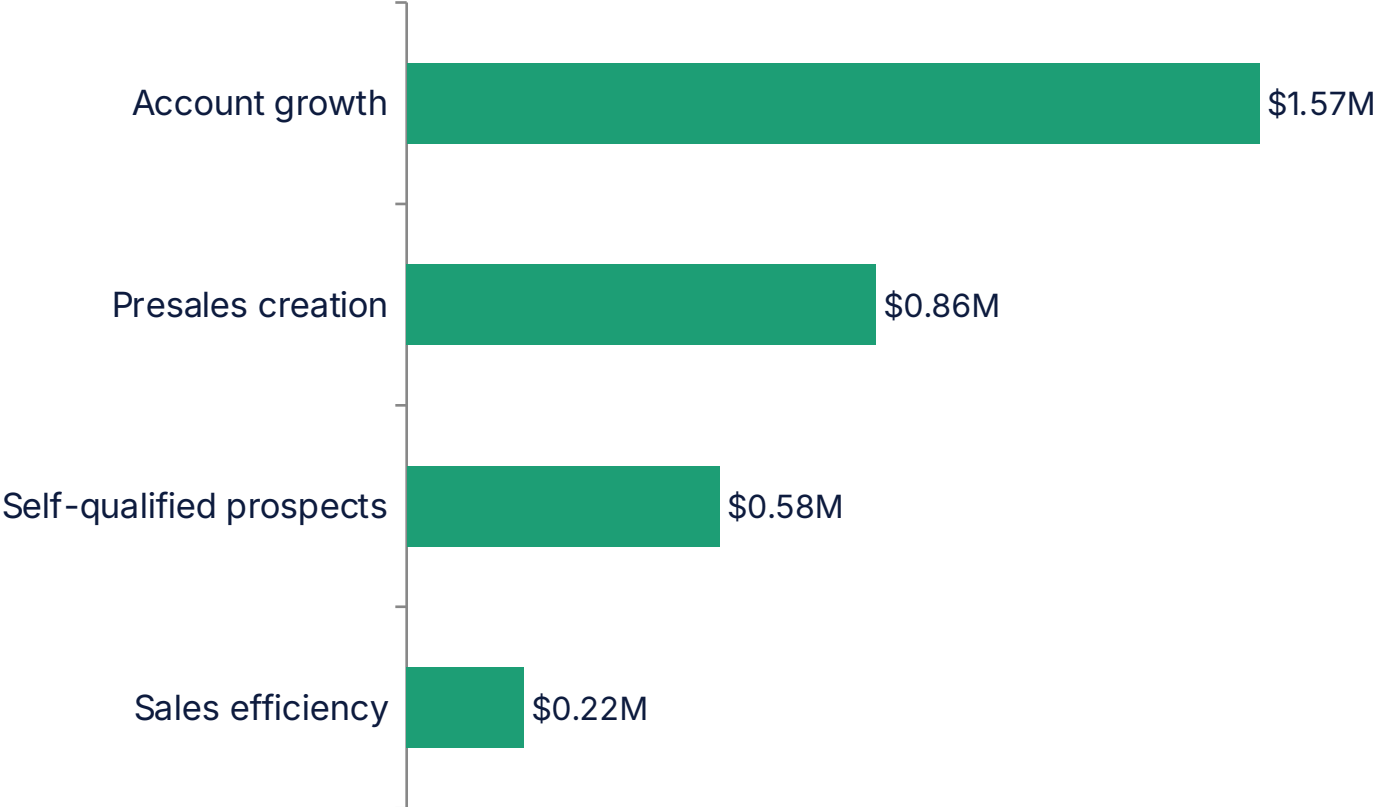
ROI

\$3.2M

earned value over 36 months

*New account sales up 19%, discounting down 30%,
51 enterprise leads in 6 weeks. Reference: Harvey
Shovers, VP Sales, Metrix Inc.*

Where the \$3.2M came from (\$M)



REASON 6 OF 6

Customer value lifecycle

One practice, concept to advocacy.

Why This Is Important to You

Positioning, demand, delivery and renewal are usually run by different people with different numbers.

Decided on cost per outcome, you lose the premium. Decided on proven value, you keep it.

Why Us



We help Salesforce ISVs and SIs create their Salesforce go-to-market content and strategy across the whole customer value lifecycle.

How We Do It

Concept

Demand

Sales close

Delivery

Renewal

Advocacy



Predict

WebROI quantifies the value before the sale, in the customer's own numbers.



Assure

AI Agent Assurance and reports that show their inputs, assumptions and calculations keep the agent delivering against the value contract.



Prove

Renewal value report at renewal or pilot end.

NEXT STEP

Make your value easy to find, see and believe.

Book a strategy call at realroiagent.com

About the Author



Anthony Sarno

FOUNDER & CEO, VALUELOGICS

Anthony Sarno is founder and CEO of ValueLogics.ai and has worked on ROI methodology for more than 22 years. He created the ROI Framework and co-authored the Value Selling Maturity Model. He launched Ithena, a Business Objects division and the first customer value analytics application, and was lead author of Edison Group's Intel Xeon virtualization TCO study. He is the author of the proposed AAEl specification (v1.2) for AI accountability evidence.

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