OUR SALES REASONING MODEL

How Vivun **Powers Autonomous Action** with Sales-Specific Intelligence.

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Executive Summary

Artificial intelligence has reached a pivotal moment. It can carry on conversations, draft compelling content, and surface useful insights. But when it comes to high-stakes, complex environments like B2B sales—where success depends on interpreting subtle buyer signals, navigating risk, and deciding what to do next—generalized AI falls short.

Vivun's Sales Reasoning Model (SRM) is built to meet that challenge. It powers Ava, our AI Sales Agent, with the intelligence needed to act autonomously throughout every phase of a deal. Sales Reasoning Model represents the brain of our Agent Intelligence architecture. It transforms expert sales intuition into structured, reusable, and evolving logic that Ava can apply at scale.

Unlike traditional large language models (LLMs), which talk fluently but understand shallowly, our Sales Reasoning Model gives Ava the ability to reason, prioritize, and decide with confidence. It combines structured ontologies, transparent logic, and layered memory to deliver work that's not just relevant—but trusted.

Vivun laid the foundation for these concepts in Agent Intelligence: How Vivun Models Expert Knowledge for Scalable, Proactive Work.

Now we will go deeper into how reasoning works, why it matters, and how Sales Reasoning Model makes Ava a true teammate— not just a helpful assistant.

Introduction:
Intelligence, Agency, and the Next Generation of Sales AI

According to the 2024 State of Sales Report from Salesforce, sales teams utilizing AI are 1.3 times more likely to experience revenue growth compared to those not using AI, which highlights the technology's potential to enhance sales outcomes.

What if your next best teammate didn't need a desk, a manager, or even a salary? What if they showed up in Slack, joined Zoom calls, and proactively helped your deals progress—all without being human?

These are no longer hypothetical questions. Intelligent agents like Ava are emerging as a new class of coworker— driven not by scripts or buttons, but by reasoning. And at the heart of Ava's ability to think, act, and improve lies the Sales Reasoning Model.

To understand the Sales Reasoning Model, we must first understand the leap from automation to agency.

- **Automation** is about execution. It's deterministic. You tell it what to do, and it does it. Think of a robotic arm in a factory, or a spreadsheet macro.

- **Agency**, on the other hand, is about judgment. It's non-deterministic. Agents decide what to do next. They interpret signals, learn from patterns, and adapt their approach. Think of a contractor who manages a job site, not just a tool they use.

The Sales Reasoning Model is what gives Ava this sense of agency. It's the brain behind the assistant—the engine that moves her from reactive tool to proactive teammate.

Understanding the Limits of LLMs:
From Eloquent Mimics to True Reasoners

Let's acknowledge the obvious: LLMs are amazing. They can compose poetry, summarize calls, and answer questions in seconds. But give them a quota, a complex customer, and a 90-day sales cycle, and things start to break down.

Why? Because language models are built to predict words, not make decisions. They're trained on billions of documents but don't know what's real, what's relevant, or what to prioritize.

They're like commentators who can describe every chess match in history— but fall apart when asked to play a game themselves.

Our Sales Reasoning Model fills this gap. It provides Ava with a structured reasoning engine, grounded in sales-specific knowledge and designed to act, not just talk. It gives her the ability to evaluate signals, weigh tradeoffs, and take meaningful action—just like your best reps.

Building Genuine Understanding:
From Data Chunks to Meaningful Concepts

Most LLM-based systems rely on "chunking"—grouping text into digestible pieces so that models can find and retrieve relevant information. But facts in isolation don't mean much. It's the relationships between facts that generate understanding.

Our Sales Reasoning Model moves from loose clusters to intentional concepts. That means Ava doesn't just retrieve similar sentences—she understands what those sentences mean, how they connect, and why they matter.

Think about Lego bricks. Chunking is like grouping pieces by color. Conceptualization is seeing the spaceship hidden within those piles—the wings, the engines, the cockpit. Sales Reasoning Model allows Ava to see the whole picture, not just the parts.

Ontologies and Knowledge Graphs: **Structured Definitions, Reliable Reasoning**

Have you ever argued with someone, only to realize you were using the same word in totally different ways? That's what happens when AI lacks structure.

Sales Reasoning Model solves this by building an explicit ontology—a blueprint of what matters in sales, and how it connects. This ontology is brought to life through a knowledge graph that captures real-time facts across people, products, timelines, and more.

This gives Ava a structured world model. She doesn't just guess at meanings—she knows what a Champion is, how it differs from a Buyer, and why their actions signal different things. This structured approach enables multi-hop reasoning, where Ava can connect the dots across systems and interactions with reliability and transparency.

Transparent Thinking: **Auditable, Trustworthy Reasoning**

AI doesn't just need to be right—it needs to show its work. Sales Reasoning Model ensures that every action Ava takes is backed by transparent logic and verifiable data.

Imagine going to a doctor. One gives you a confident diagnosis but no explanation. The other shows you your symptoms, connects them to possible causes, and walks you through her conclusion. Who do you trust more?

Ava, powered by Sales Reasoning Model, is that second doctor. Her recommendations come with visible threads—who said what, when, and why it matters. This transparency builds trust, enables collaboration, and gives humans the confidence to act.

Structured Memory:
Adaptive, Accurate, and Confident

Ava remembers. And not just the last thing you said.

Sales Reasoning Model provides Ava with layered memory:

Short-term memory helps her respond in the moment.

Episodic memory captures time-stamped experiences across deals.

Semantic memory stores enduring knowledge— how discovery works, what qualifies a lead.

Procedural memory holds step-by-step workflows— how to escalate risk, when to hand off to post-sales.

These layers allow Ava to reason across time, reconcile conflicting inputs, and maintain continuity across long, complex deal cycles. Confidence signals like source credibility, multiplicity of evidence, and time decay help her know what to trust—and what to flag.

Autonomy in Action:
From Signals to Proactive Decisions

Sales is messy. People don't always say what they mean. Deals don't always follow the script. Good sellers know how to read between the lines—and so does Ava.

Sales Reasoning Model allows Ava to interpret signals and decide what to do next. If multiple stakeholders express interest in different features, she knows to update the stakeholder map. If risk escalates mid-cycle, she flags it in a forecast. If a product concern is raised twice in two calls, she logs structured feedback for the Product team—no prompt required.

This is autonomy in action. Ava doesn't wait for direction. She delivers value proactively, because Sales Reasoning Model helps her understand what matters—and what comes next.

Versioning:
Continuous Evolution of Intelligence

Your best sellers evolve. So should your AI.

Sales Reasoning Model is not static. It's versioned, refined, and improved based on real-world feedback, changing market conditions, and new learning. Every release brings sharper logic, better prioritization, and improved performance in the wild.

Versioning ensures that Ava doesn't just age gracefully—she gets better over time. And because her brain is modular, those improvements are traceable, testable, and trainable.

Multi-Modal Presence:
True Interaction Beyond Text

Work doesn't just happen in chat. It happens on Zoom. In email. In meetings. In shared docs.

Sales Reasoning Model enables Ava to participate across these channels. She can drop a stakeholder map in Slack, summarize a discovery call in Google Docs, or surface a competitive insight on video.

And it's not just about access—it's about presence. Ava adapts how she engages based on modality. She knows that what works in chat may not work in video, and she adjusts accordingly.

Personality:
The Differentiator in Intelligent Collaboration

People trust people they like. The same is true for agents.

Sales Reasoning Model gives Ava a personality—configurable and adaptive to your team's style. She learns your tone preferences, your risk tolerance, your sense

of humor. She knows when to be direct, when to be warm, and when to lighten the mood.

This personality makes Ava feel like part of the team, not just software. And that's what drives adoption, trust, and lasting impact.

AI Accelerators:
Enhancing Productivity, Elevating Creativity

Imagine walking into a kitchen where all the ingredients are prepped, measured, and ready for you to cook. That's what Ava does for sales.

Powered by Sales Reasoning Model, she creates high-quality work products proactively: solution docs, stakeholder maps, forecast summaries, product feedback. These are ready before you ask, tailored to the deal, and grounded in real data.

This shifts sellers from doing to reviewing—freeing them to focus on strategy, creativity, and connection.

Reimagining Workplace Dynamics:
Humans, Agents, and New Possibilities

If you could hire 100 support staff overnight, how would your job change?

That's what Sales Reasoning Model makes possible—not through headcount, but through scale. Ava doesn't just help. She extends you.

She reshapes how collaboration happens, who owns what, and where human creativity is best applied. With Ava, humans set the vision. Agents do the work.

Conclusion:
The Future of Sales is Reasoned, Intelligent Agency

The future of sales isn't just faster. It's smarter, more thoughtful, and more human—because it's built on agents who reason.

Sales Reasoning Model is the brain behind Vivun's vision. It makes Ava more than a talking head. It makes her an autonomous, trustworthy, and proactive contributor.

Let others chase novelty. We're building agents that are not just smart—but good.

Welcome to the next era of sales execution.

About Vivun

Vivun delivers the world's most advanced AI Sales Assistant—automating the critical work required to move complex deals forward. By generating sales-ready outputs that help every rep engage stakeholders, build value, and drive urgency, Vivun empowers sales teams to close more deals, faster.

To learn more visit **www.vivun.com.**

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