

Ava vs. Agentforce

Why Leading Sales Teams Choose an
AI Sales Teammate Over AI Sales Agents

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Executive Summary

When Salesforce launched **Agentforce** in 2024, it promised a revolution: fully autonomous AI agents built into the world's most popular CRM. The pitch was powerful—AI that could sell, guide, and automate at scale.

A year later, reality looks different.

Adoption has been slower than expected, implementation is complex, and many customers face months of configuration before they see value. Reports of consulting dependencies, data-readiness projects, and long testing cycles are common.

Meanwhile, **Vivun offers a simpler path.**

Ava, the AI Sales Teammate, is purpose-built for revenue teams—not IT departments. She's ready to work in days, not quarters, and delivers measurable results right away:

- **6–8 hours saved per rep per week**
- **Transparent per-user pricing**
- **Faster deployment** with no consulting required
- **Multi-modal intelligence**—text, voice, and avatar support before, during, and after calls

The question isn't whether AI can transform sales—it already is.

The question is whether you want transformation with **speed and focus**, or **complexity and delay**.

The Promise vs. The Reality

What Salesforce Promised:

- Digital labor at scale—agents working alongside humans 24/7
- Deep CRM integration—native access to Salesforce data
- Autonomous decision-making through “Atlas Reasoning”
- Out-of-the-box value with configurable extensions

What Teams Experienced:

- **Configuration overload.**
Managing hierarchies of Agents:
 - Topics
 - Instructions
 - Actions creates ongoing admin work.
- **Consulting dependency.**
Even trials often require partners, increasing cost and slowing timelines.
- **Data clean-up first.**
Poor CRM data quality must be fixed before agents can perform.
- **Skill gaps.**
New admin patterns and trust models take time to learn.
- **Agility loss.**
Simple messaging changes ripple across multiple objects—taking weeks, not hours.

For most sales teams, this adds up to a **complexity tax**: more time configuring, less time selling.

The Complexity Tax: What It Really Costs

Agentforce's license price is just the beginning. The true cost includes:

- **Implementation services:** \$50k–\$200k upfront plus integration and customization
- **Internal resource drain:** hundreds of hours from RevOps, IT, and leadership
- **Ongoing operations:** consulting retainers, training, and variable credit-based pricing
- **Lost productivity:** delayed deployment means delayed results

Even modest rollouts can take **3–9 months** before value appears.

Meanwhile, competitors using faster, purpose-built systems are already capturing that value.



ROI: Agentforce vs. Ava

Metric	Agent Force	Ava (Vivun)
Time to Deploy	3–9 months	3 - 5 Days
Consulting Required	Yes	None
Admin Burden	Heavy	Light, self-managed
Data Dependency	High—requires cleanup first	Works with existing data
Pricing	Complex variable credits	Simple per-user subscription
Win-Rate Lift	N/A	32%+
Payback Period	6–9 months post-launch	~1 month from go-live

Bottom line: **Agentforce is a platform. Ava is a performer.**

What Sales Teams Actually Need

Sales leaders don't need another complex platform—they need **capacity**, **consistency**, and **speed**.

They need a teammate that:

- Works out of the box, no consultants required
- Adapts to the team's sales methodology (MEDDIC, BANT, etc.)
- Delivers measurable hours back every week
- Updates instantly when messaging or GTM strategy changes
- Integrates seamlessly with CRM, email, and meeting tools

Ava delivers all of this—without the platform tax.

How Ava is Different

1. Teammate, Not Tool

Ava doesn't need you to build workflows or actions. She understands how sales teams operate, learns from context, and acts on her own to help reps win.



2. Ready Out of the Box

Pretrained on B2B sales motions, integrated in days, and delivering value in week one.



3. Multi-Modal Intelligence

Ava engages through text, voice, or avatar—helping reps before, during, and after every customer call.



4. Sales Reasoning Model

Ava reasons like a seller, not a script. She applies proven methodologies, interprets signals, and produces real work products that move deals forward.



5. Transparent Pricing

A single, predictable subscription. No usage credits, no surprise fees, no consulting add-ons.



Customer Perspectives

Live in Days, Not Quarters

“ Ava was easy to set up, effortless to train, and immediately made sense of our brand guidelines, product knowledge, and strategic content.

Integration with Salesforce, Gong, and GSuite took minutes—not months. Within the first week, our AEs were using Ava to self-serve product, competitive, and value messaging, freeing our SCs to focus on more strategic work.

— VP of Sales, Enterprise Software

Simple to Manage, No Consultants Needed

“ Ignore everything you think you know about AI tools or Agents. Ava required no consulting, no complex setup, and no admin certification. She evolves on her own—proactively improving workflows and offering relevant suggestions without anyone needing to configure or maintain instructions. We spend zero time managing her, and all our time benefiting from her.

— Head of Revenue Operations, Enterprise HR Technology

Instant Impact and Ongoing Agility

“ We were live in days and saw results in week one. Ava scaled instantly across our sales and pre-sales teams, providing enablement, product expertise, and follow-up support right out of the box. What used to take weeks of coordination between AEs, SCs, and SMEs now happens automatically—with more accuracy and consistency.

— VP, Global PreSales, Enterprise Technology

In Their Words

Across industries and team sizes, sales leaders highlight the same value:

- **Ease of use** — Ava works with your systems, not against them.
- **Ease of administration** — No consultants, no constant upkeep.
- **Time to value** — Days to deploy, measurable ROI within weeks.

Ava delivers what platform-based AI agents promise—without the complexity tax.

Making the Decision

If you have deep Salesforce expertise, big budgets, and quarters to spend configuring, Agentforce might fit.

But if you need results this quarter—more productive reps, faster cycles, higher win rates—choose the simpler path.

Ava gives sales teams everything they need to perform:

Speed, simplicity, and measurable impact.

No consultants, no hidden fees, no waiting.

About Vivun

Vivun is the leader in AI for Sales, pioneering a new category of AI Sales Teammates that help revenue teams sell smarter, faster, and better.

Powered by the proprietary Sales Reasoning Model, Ava provides real-time intelligence and assistance before, during, and after customer interactions—via text, voice, or avatar. She integrates with the systems you already use, requires no consultants to deploy, and begins delivering measurable impact within days.

Vivun serves leading B2B organizations that want to scale expertise, accelerate deal velocity, and improve execution quality without adding headcount or complexity. Customers report:

- **6–8 hours saved per rep, per week**
- **15% higher win rates**
- **25% faster sales cycles**

Where platform-based AI agents require configuration and consulting, Ava delivers value out of the box—intelligently, autonomously, and at scale.

Next Steps

Experience what a true AI Sales Teammate can do.

Watch a 5-minute demo - See Ava in action before, during, and after a sales call

Take a product tour - Explore Accelerators, Ava Assist, and the Sales Reasoning Model

Book a meeting - Speak with our team to calculate ROI for your organization

Visit www.vivun.com/demo to get started.