AskToSell

AUTONOMOUSLY RETAIN, EXPAND, AND RECOVER REVENUE FROM YOUR SMB CUSTOMERS

Problem

Upselling existing customers is a faster and cheaper way to grow revenue, compared to finding new ones.

No way exists to engage SMBs with 1:1 conversations at scale to prevent churn, expand or recover revenue.

SMBs have a 30% higher churn rate than enterprises. Ignore it and it can kill your company. It killed ours.

2nd time founders

We've witnessed SMB churn problem first-hand at ZITICITY.

In 3.5 years grew it from 0 to $3M ARR, 1,500 B2B customers, and a high-performing team of 110 employees.

Customer split: 30% enterprise, 70% SMBs.

Enterprise customers had account managers = good insights, and low churn.

SMBs relied on marketing automation = little to no insights, and high churn. We've eventually lost the battle with unit economics.

AskToSell would have prevented that from happening.



Laimonas Noreika, CEO & Co-founder (left),

Karolis Januškas, CTO & Co-founder (right).

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Solution

A platform for companies with 1,000+ customers to cover their entire SMB portfolio with dedicated Autonomous Agents that proactively:

RETAIN REVENUE

By onboarding, escalating feedback and handling renewals.

EXPAND REVENUE

By executing upsell & cross-sell playbooks.

RECOVER REVENUE

By re-engaging dormant customers.

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Market validation

Paid customers:

Apollo Group	Upselling new entertainment services (e.g. team building) across all B2B customer base (from banks to SMBs).
Creditinfo	Renewing credit scoring certificates across their SMB customers' portfolio.

Selected use cases from the sales pipeline:

Deel	10k+ customers, Account Managers overloaded with key accounts, strong pain with SMBs.
Shopify	40+ Account Managers working on SMB cross-selling, looking for ways to optimize performance.
Eventbrite	850k+ event creators, 40% are paid. They are looking to 1) upsell paid and 2) increase paid %.
Florida Insurance	13k insured homeowners, 7k without flood insurance. They want to start with this upsell.

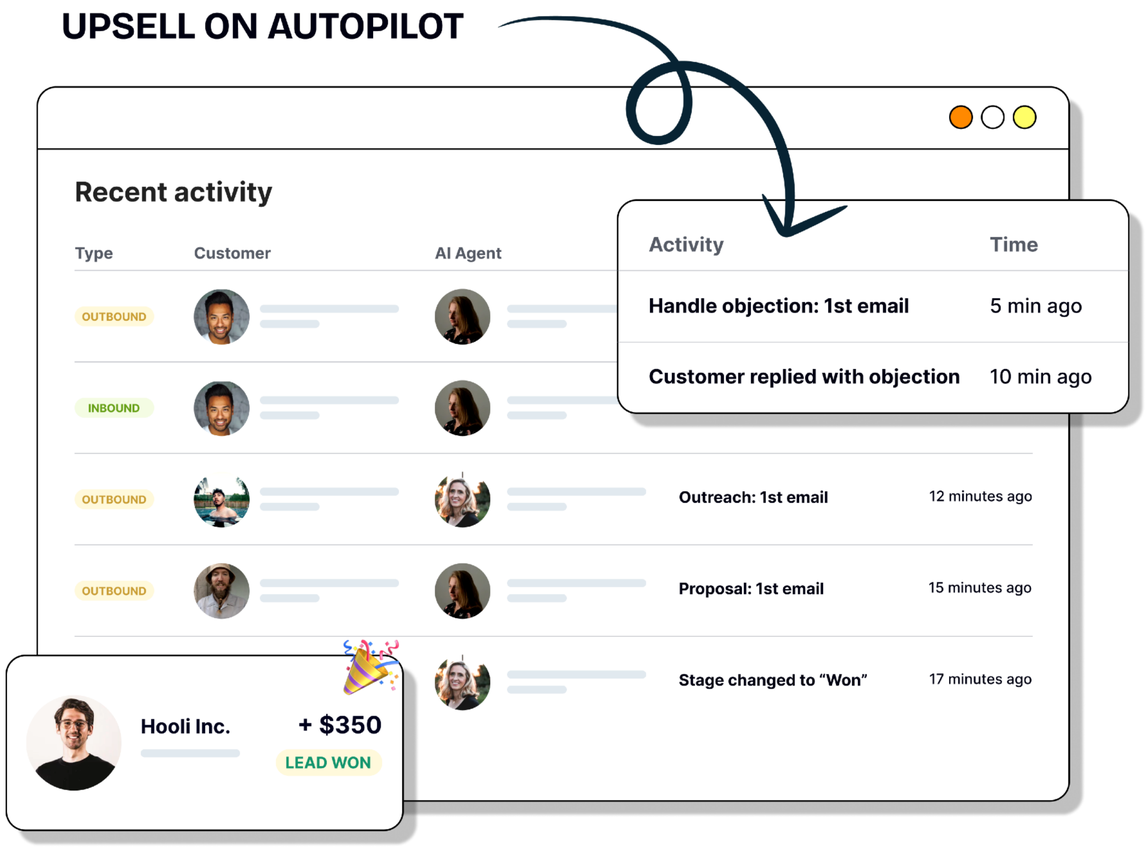
Product

A standalone platform that is used daily. Not just an add-on to CRM.

The platform learns about your products, pricing, and leads to create a personalized plan to retain, expand or recover revenue from each customer.

Agents communicate via email. Other modalities (proprietary interface, audio) will come in future.

Users have full visibility into planned actions and control over high-value interactions (e.g. pricing proposals).



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Business model

$700/month per each Autonomous Agent. It has the same productivity KPIs as an Account Manager.

It's priced 10x lower than an Account Manager's salary (US).

Deploying part of the hiring budget to AskToSell will enable your Account Managers to serve 10x more customers.

Let that sink in. 10x productivity uptake (and clients' portfolio coverage) simply by allocating the budget smarter.

Market size

We are going after hiring budget. Every dollar invested in Autonomous Agents will drive x10 productivity uptake.



SALES WORKFORCE COSTS (US)

Source: HBR



ACCOUNT MANAGER SALARIES

Source: Zippia



ASKTOSELL REVENUE

At 1% market share

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Competition

3 ways how companies currently handle SMBs retention:

ACCOUNT MANAGERS

Works very well but gets too expensive for a SMB portfolio.

Most often gets limited to top-tier accounts.

MARKETING AUTOMATION

Ad hoc mass email blasts: no engagement, no insights.

Usage-based automated emails: hard to set up, low engagement, no insights.

DO NOTHING

No retention strategy or limited to ad hoc newsletters.

Mostly seen in non-tech industries (e.g. insurance, telcos, logistics)

Defensibility

Structured data. 1:1 conversations enable us to build unique datasets on each SMB's buying intent. Switching platforms means losing this actionable data, and revenue as these ongoing conversations will never be continued.

Embedded workflow. Customers' regular workflows, like qualification and quote calculation forms, are built on our platform.

Switching costs. Low friction to start using the platform, and its value increases with each new conversation, making it incredibly sticky.

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Go-to-market

Priority use case: upsells

Ideal customer: companies with 1,000+ SMB customers

Industry: prioritising underserved and low tech industries (e.g. insurance, logistics, utility providers, telcos)

Geo: US

Channel: dogfooding our own AskToSell platform

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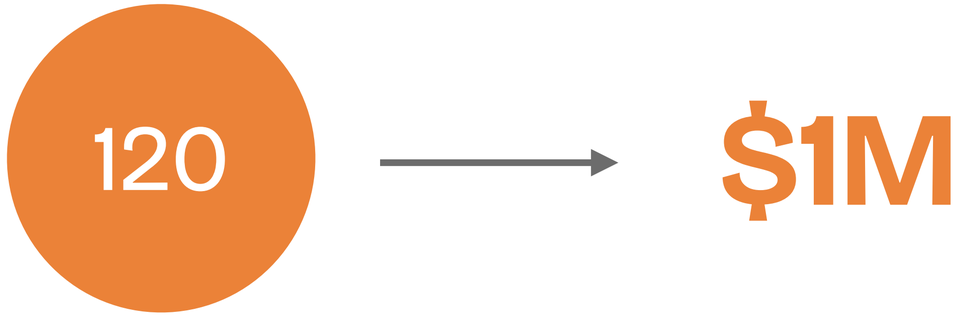
Financing

We are looking for 18 months of financing to iterate the product and deploy 120 Autonomous Agents to reach $1M ARR.



PRE-SEED

€4.5M pre-money



DEPLOYED AGENTS

$700/month/agent

ARR

85-90% gross margin

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