

The execution gap. Why enterprise AEs miss quota, and how Agentive closes it.

The six daily problems draining seller capacity, quantified, and how an agentic AI revenue team turns them into pipeline, velocity, and predictable forecasts.

~30%

of an enterprise rep's week is spent actually selling.

SALESFORCE, STATE OF SALES

130%

higher win rates on \$50K+ deals when reps multi-thread the buying committee.

GONG LABS, 1.8M OPPORTUNITIES

3.7×

more likely to hit quota: sellers who effectively partner with AI vs. those who don't.

GARTNER

EXECUTIVE SUMMARY

Your AEs aren't underperforming. They're under-capacitated.

Enterprise account executives are asked to research like analysts, personalize like marketers, prospect like SDRs, forecast like RevOps, manage buying groups like strategists, and still close like enterprise sellers. The daily job has become too complex, too manual, and too fragmented for any individual to execute consistently. That is the execution gap.

The evidence is stark. Salesforce's State of Sales research consistently finds that reps spend well under a third of their time on direct selling activity, with the majority consumed by CRM hygiene, internal meetings, manual research, and admin. Quota attainment reflects it: recent benchmarks show the large majority of sellers missing quota, with global attainment hovering below 50%.

This paper examines the six daily problems that structurally prevent enterprise AEs from hitting quota, quantifies their impact using research from Salesforce, Gartner, Forrester, Gong Labs, McKinsey, Bain, and others, and shows how Agentive's agentic AI revenue team eliminates each one.

70%

of rep time goes to non-selling work.

SALESFORCE • FORRESTER

34%

VS
23%

selling time at orgs above vs. below 90% quota attainment.

FORRESTER

~40%

of B2B deals stall on internal buyer misalignment (not competitors).

GONG LABS ANALYSIS

2x

potential increase in selling time from AI-driven automation.

BAIN & COMPANY ESTIMATE

The six problems, and Agentive's answer

DAILY PROBLEM	HOW AGENTIVE SOLVES IT
1. Buried in non-selling work	An agentic revenue team (Scout, Strategist, Pitch Master, Value Engineer, Mojo) absorbs research, planning, and drafting: returning hours per day to selling.
2. Poor account intelligence	Scout builds always-current account intelligence: priorities, initiatives, risks, triggers, and leadership changes.