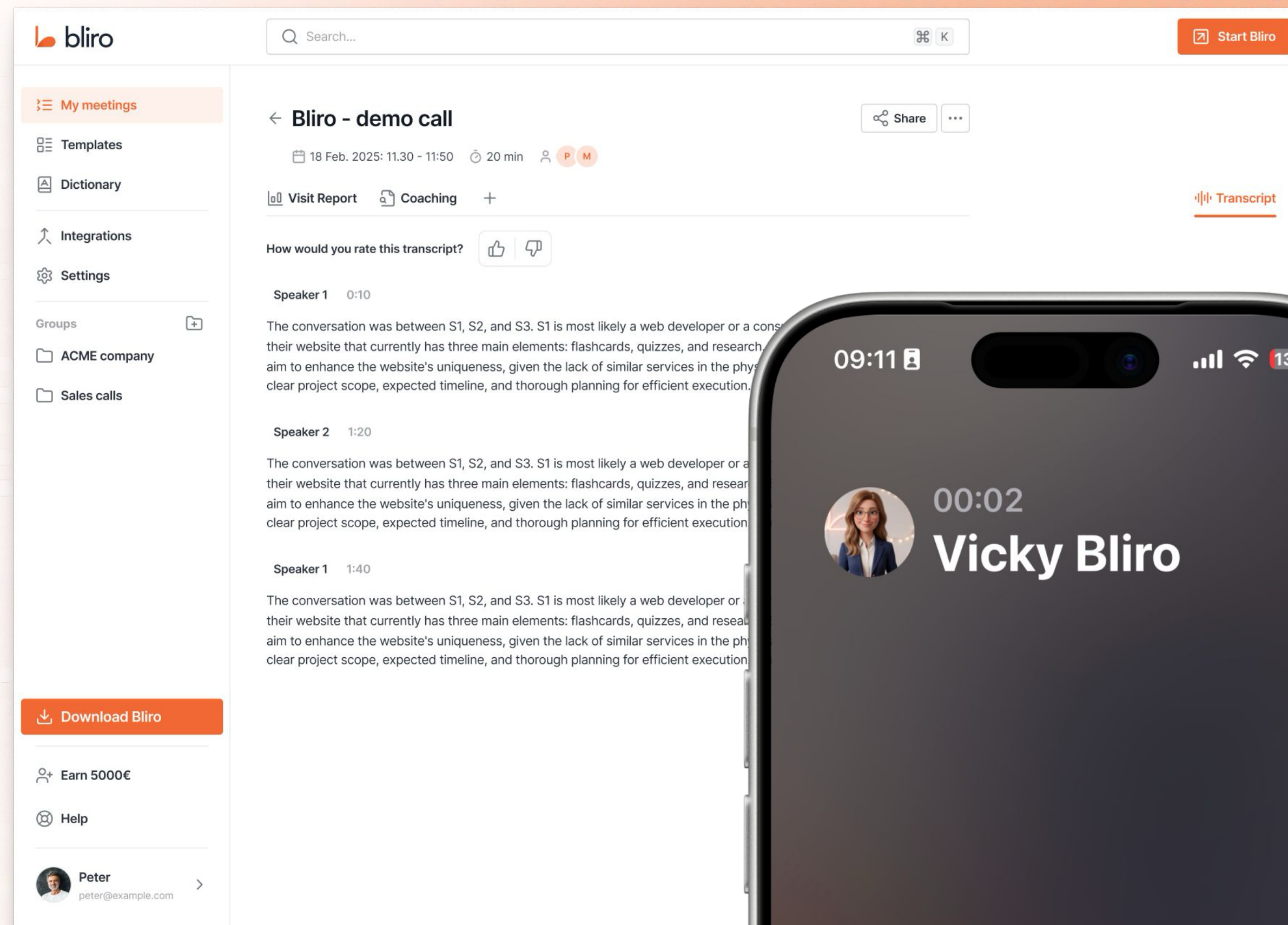




The Digital Assistant for Your Sales Team

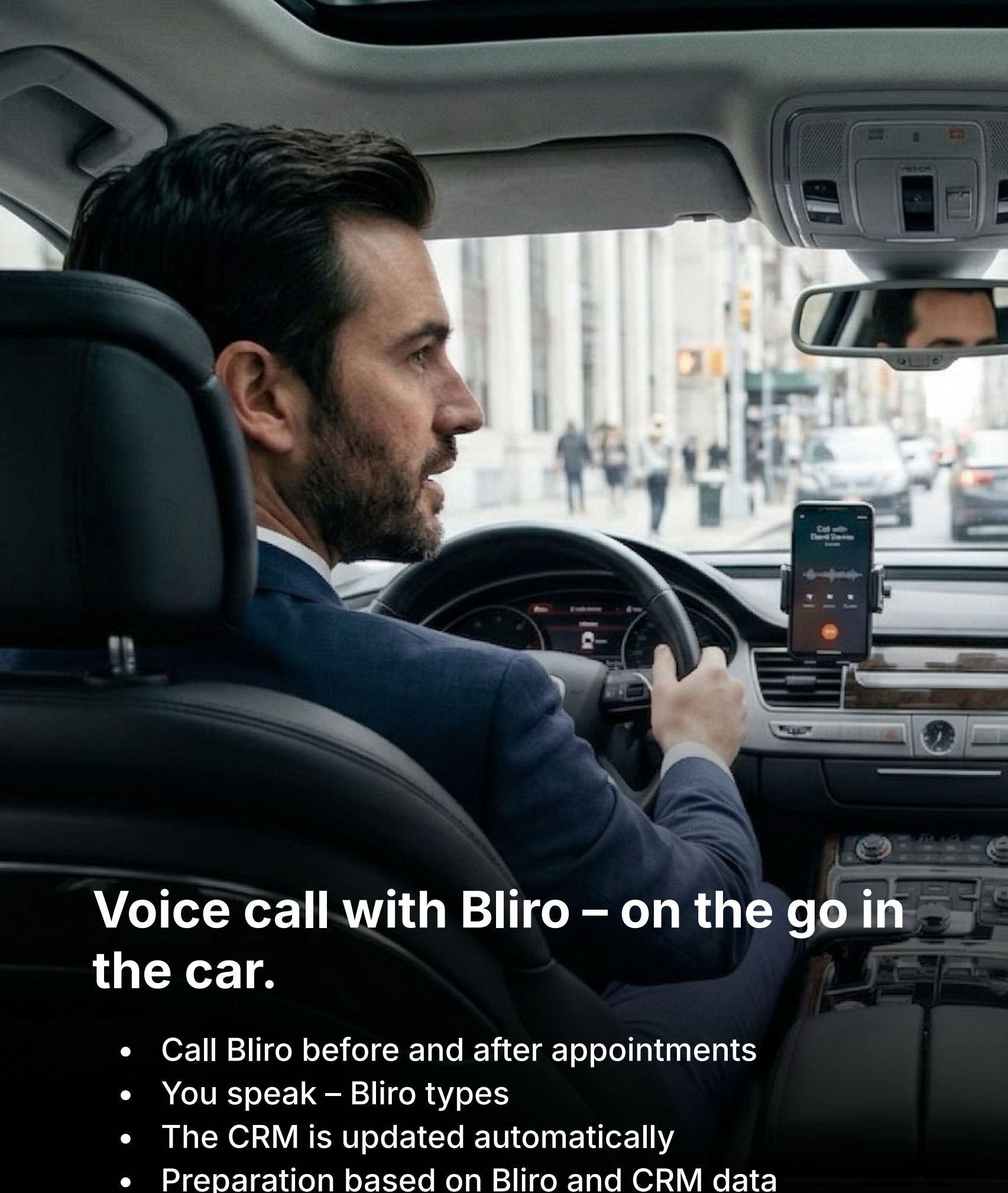
For a more efficient, transparent, and
successful sales process.

Used by over 1,500 companies, including



THE DIGITAL ASSISTANT

Always there: On-site with the customer, on the road, or in the office.



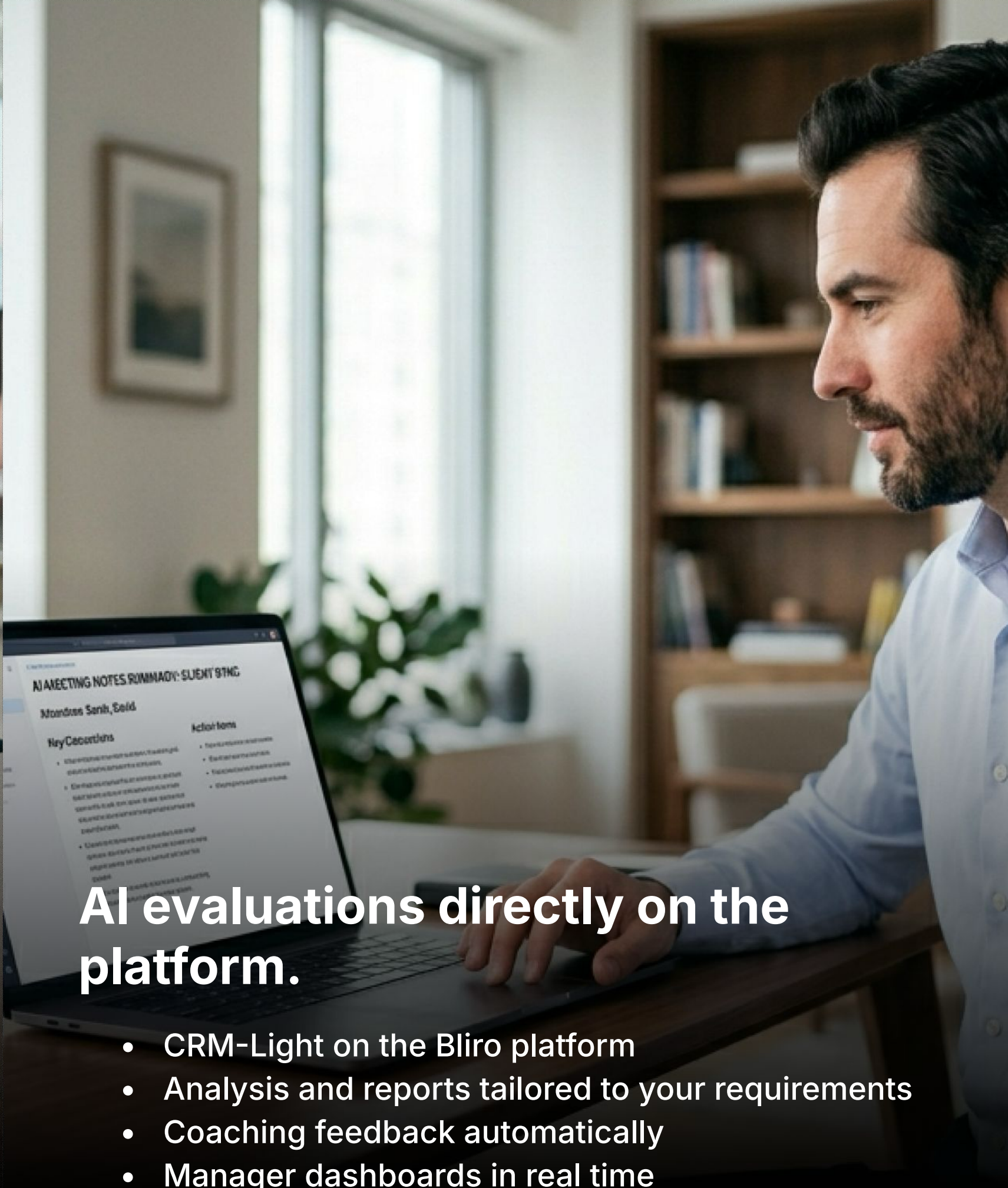
Voice call with Bliro – on the go in the car.

- Call Bliro before and after appointments
- You speak – Bliro types
- The CRM is updated automatically
- Preparation based on Bliro and CRM data



On-site & online meetings – automatically transcribed.

- On-site: mobile app runs alongside
- Online: desktop app runs alongside
- Real-time transcription – GDPR-compliant
- Automatic summaries and evaluations

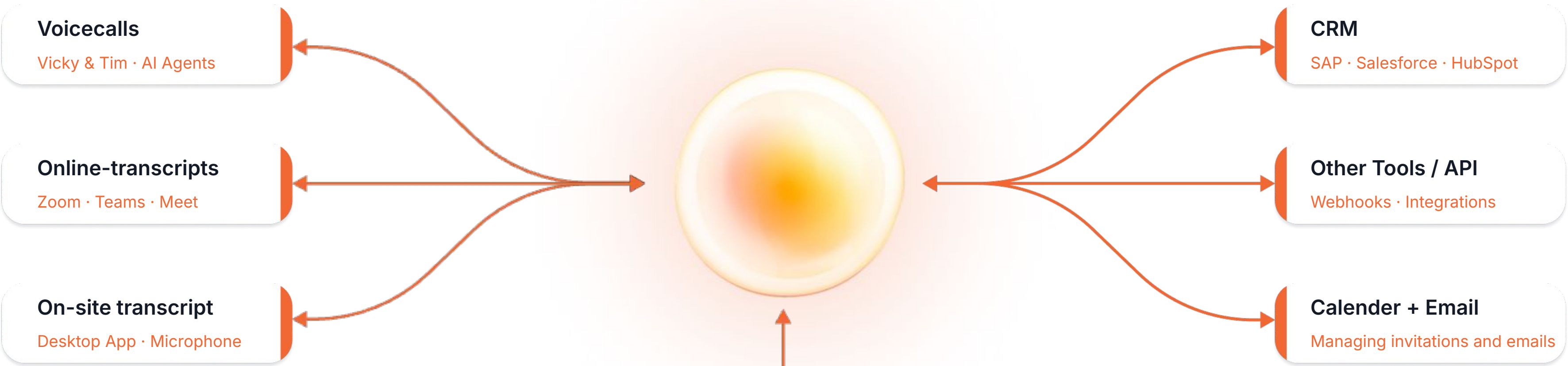


AI evaluations directly on the platform.

- CRM-Light on the Bliro platform
- Analysis and reports tailored to your requirements
- Coaching feedback automatically
- Manager dashboards in real time

HOW BLIRO WORKS

Bliro is the AI agent system for your sales team.



Dozens of out-of-the-box skills plus custom skills from our Forward Deployed Engineering team.

Customer Meetings

Customer Insights are saved on the Bliro platform and can be analyzed there.

Date

Send Status

Contact

Record

Meeting with John / ACME Inc.

Product demo calls +1

Owner Jane Doe | 18 Feb. 2024 - 11.30 | 15 min | 3

Customer interview with ACME Inc - chat about how they use the product

Negotiation calls

Owner Jane Doe | 18 Feb. 2024 - 11.30 | 15 min | 3

Sales call with ACME inc.

Onboarding calls

Owner Jane Doe | 18 Feb. 2024 - 11.30 | 15 min | 3

- Visit report
- MEDDICC
- Proposal generation
- + Custom

SOLUTION

Bliro for the sales rep

1 Visit reports and CRM updates via voice call – no typing, no delay.

2 Note-taking runs automatically – on-site and online. Full focus on the customer.

3 Better preparation automatically. Structured feedback after every meeting.

Sales success instead of desk work.

Action items

☐ Schedule a live demo with Max's team.

Peter03 Sept. 2025

☐ Provide GDPR compliance documentation and policies.

Peter05 Sept. 2025

09:11

00:02

Vicky Bliro

Audio

FaceTime

Mute

More

End

Keypad

00:03:45

Transcribing...

Delete

End call

Sales calls

The description added for the group will be here. The description added for the group will be here.

DateSend StatusContactRecord

Meeting with John / ACME

Product demo calls +1

Owner Jane Doe | 18 Feb. 2024 - 11:30 | 15 min | 3

Customer interview with ACME Inc - chat about how they use the product

Negotiation calls

Owner Jane Doe | 18 Feb. 2024 - 11:30 | 15 min

Sales call with ACME

Owner Jane Doe | 18 Feb. 2024



SOLUTION

Bliro for sales leadership

1 Automatic CRM maintenance – no manual data entry.

2 Strategic information – centrally analyzable.

3 A more efficient, more successful team with full customer focus.

Less blindspots, more control.

Automated Sales Best Practices Extraction

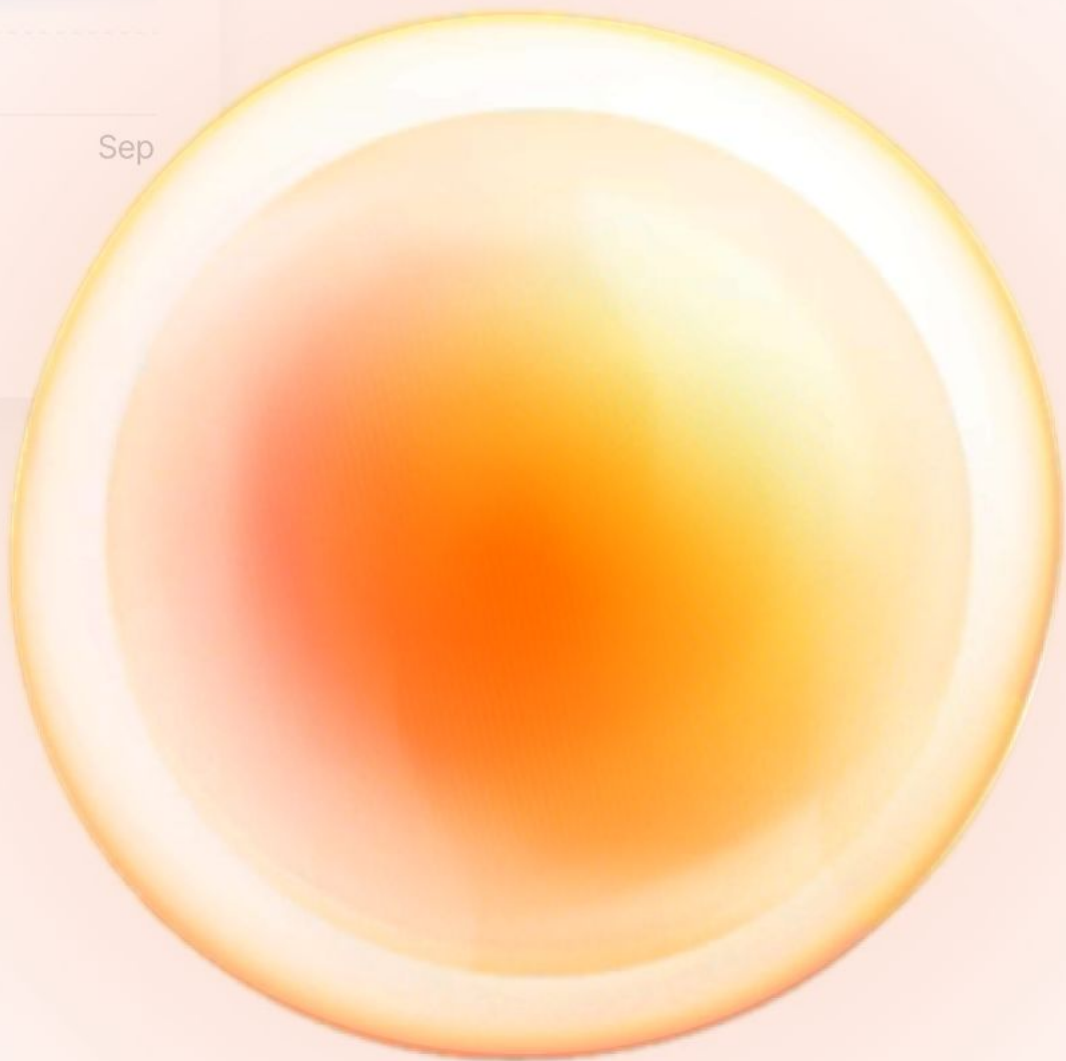
- Follow up within 24h
- Mention Support Packages
- Mention Financing Options
- Always end with a next step
- Talk Ratio < 60%
- Mention price in second meeting

Competitor mentions over time



CRM Updated

- ✓ Opportunity created
- ✓ Tasks scheduled
- ✓ Revenue forecasted
- ✓ Contacts added



BUSINESS IMPACT

What Bliro achieves in practice

EFFICIENCY

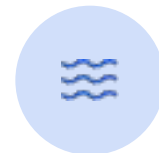


6-8h

**saved working time
per user/week**

No manual documentation. No typing after meetings. More time for the customer.

TRANSPARENCY

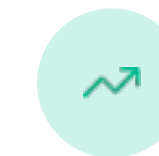


100%

**of customer data
captured and analyzed**

Every conversation transcribed and structured. CRM always maintained. Management sees everything without having to ask.

PERFORMANCE



+22%

**conversion rate
+11% deal value**

Better preparation, structured follow-up, data-driven coaching.

What Bliro means for your team

Your starting situation

Number of users

50 Users

Meetings per week

16 Meetings

Dokumentation effort per meeting

30 Minutes

Costs (users)

€75 / Hours

Conversion rate (at the moment)

18%

Deal value

€32.000

Your savings potential with Bliro

4.800 hours

saved working time/year

€360.000

cost value of saved time/year

+€704.000

higher pipeline through +22% conversion

< 4 weeks

payback in less than 4 weeks

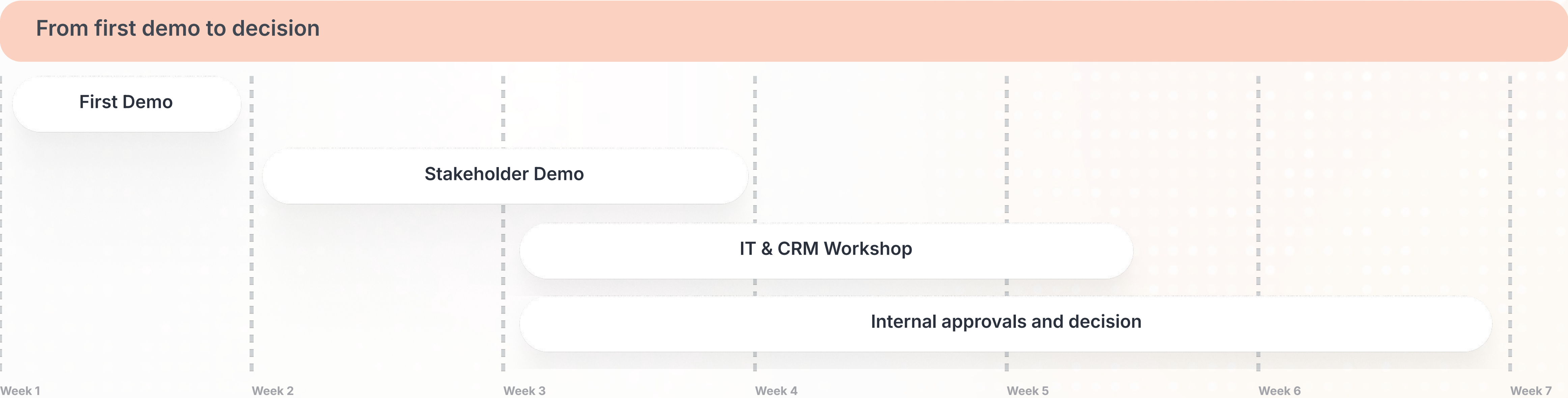
✗ Documentation: 30 min × 64 appointments × 50 sellers = 1,600h/month manually

✓ With Bliro: less than 5 min per appointment – automatic, complete, in the CRM

Bliro pays for itself within the first month.

PARTNERSHIP PROCESS

From first demo to decision in four steps



Four structured steps to get started.

Technical topics handled by Bliro

PARTNERSHIP PROCESS

From decision to full rollout without an IT project



No IT project required.

100% setup by Bliro

Ready for rollout in 1–2 weeks