

# AI AGENTS FOR SALES AND MARKETING TEAMS

Automation for Your Business

Delegate repetitive tasks to AI and focus on strategic growth.  
Automate operations, marketing, sales — accelerate your team

# About Cogniflow



⇒ **Cogniflow** is AI agents implementation agency for Sales and Marketing teams. We implement and customize the automation flows based on n8n platform, integrate seamlessly with existing tools. Our customers take full control over the outreach processes.

AI Agents help to identify leads, engage prospects, schedule meetings, and generate personalized proposals. With up to 300% more outreach and 80% less time spent on lead research, your team can focus on closing deals to deliver real results.

Cogniflow is powered by WWG. Since 2023, WWG have been conducting projects and accelerated the Sales and BDR teams, so we decided to launch a separate agency.

WWG is an Italian company with 20 years of experience and solid expertise in digital innovation technology. WWG helps businesses elevate their value through custom software development, product design, QA and consultancy services.



# Pain points for revenue teams

## ↳ Limited Selling Time:

Resource Constraints: CEOs and Heads of Sales need growth “doing more with less.”

## ↳ Scaling Outreach is Hard:

Personalized multi-touch outreach at scale is difficult without adding headcount.

## ↳ Slow Cycles, Missed Deals:

Lengthy sales processes and manual tasks delay responses

## ↳ Resource Constraints:

CEOs and Heads of Sales need growth “doing more with less.”

# What is AI agent?




## **What is an AI Agent?**

A custom AI-powered agent (built with n8n workflows and LLMs) that automates repetitive sales/marketing tasks. Think of it as a super-assistant that never gets tired, forgets nothing, and works lightning-fast.



## **How It Helps:**

AI Workers can take on roles like SDR, Research Analyst, Coordinator, or Support Rep. They integrate with your existing tools (CRM, email, LinkedIn, etc.) to perform tasks autonomously, following rules and using AI to make smart decisions.



## **Reliable & Scalable:**

Each AI Worker operates 24/7, can handle multiple tasks concurrently. They execute processes consistently every time, eliminating human error in routine tasks. You can scale outreach or processing instantly without linear increases in cost.

# Why AI agent?

Speed. Scale. Objectivity.

1

Speed: Executes tasks faster than any human (campaigns optimized 24/7; code reviewed in minutes)

2

Scale: Handles massive workload (marketing across channels, auditing large codebases) without additional headcount

3

Objectivity: Data-driven decisions and unbiased analysis (no human error or personal bias)



# What is automated?

**AI Agents can take over various business roles, optimizing workflows and increasing productivity.**

## ↳ Lead Research & Data Enrichment

- ICP-based lead sourcing (from LinkedIn, company databases, directories)
- Contact data enrichment (email, phone, job title, LinkedIn URL)
- Company enrichment (size, industry, funding stage, tech stack, revenue)
- CRM auto-filling & deduplication
- Firmographic and technographic research
- Buying intent signal identification (job openings, tech changes, press releases)

## ↳ Outbound Prospecting & SDR Automation

- Email sequence generation and personalization
- LinkedIn outreach automation (messages, InMails, connection requests)
- Cold call script creation & objection handling
- Follow-up tracking and reminders
- Omni-channel outreach orchestration (email + LinkedIn + WhatsApp)
- Reply analysis & intent classification (positive, negative, neutral)

# What is automated?

**AI Agent can take over various business roles, optimizing workflows and increasing productivity.**

## ↳ Inbound Lead Handling & Qualification

- Chatbots for qualification (based on BANT/CHAMP criteria)
- AI form enrichment (auto-suggested answers, background checks)
- Scoring and routing leads based on behavior and profile
- Calendar booking automation
- Dynamic routing to sales teams by territory or persona

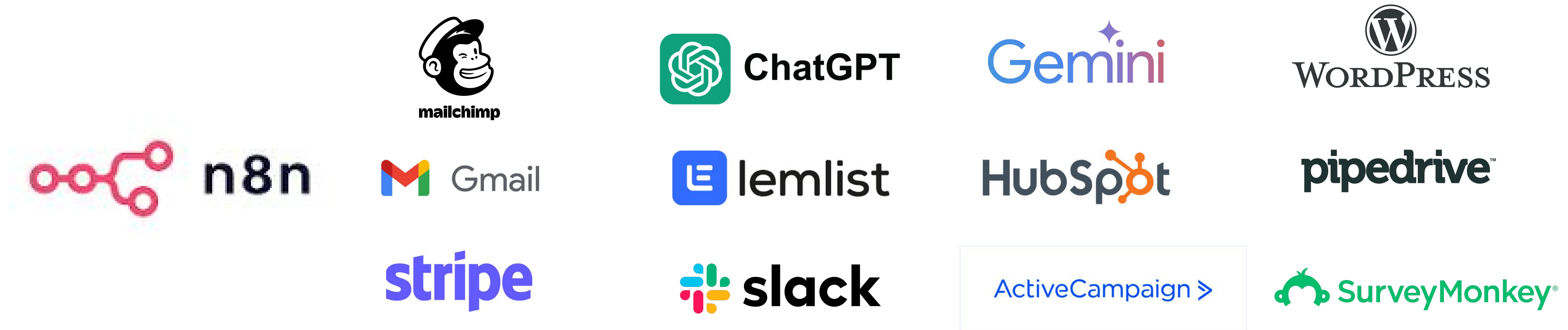
## ↳ Sales Enablement & Support

- Proposal and quotation generation
- Contract summarization & clause suggestions
- Knowledge base and pitch deck generation
- Battlecard creation for specific competitors or industries
- Meeting summary generation and next-step extraction
- AI-generated call notes and CRM updates

# How is automated?

Integration with your existing workflow and tools.

n8n provides 400+ integration's to connect all your apps, while modern AI models can understand context and generate human-like content



# Automise and launch the AI agents in 2 weeks

01

## **Analytics**

Identifying repetitive tasks, workflow inefficiencies, and areas where AI can enhance productivity and boost your team's productivity.

02

## **Planning**

Defining AI worker roles, setting objectives, selecting technologies, and outlining integration with existing systems.

03

## **Implementation**

Integrate existing LLMs and tools into n8n workflow and deploy them in live environments, ensuring they operate smoothly.

04

## **Support**

Continuously monitoring performance, fine-tuning AI behavior, and improving automation based on real-world usage.

# Multichannel SDR Agent

➤ Accelerate your pipeline.  
Empower your team to sell 3x faster.

➤ The Multichannel SDR Agent handles the time-consuming top-of-funnel work—so your sales team can focus on what matters most: closing deals.

## What it does:

- Identifies high-potential leads based on your Ideal Customer Profile (ICP) across LinkedIn, company websites, and public databases
  - Crafts and sends personalized outreach via email, LinkedIn, or other preferred channels
  - Handles follow-ups automatically, adapting tone and timing based on recipient behavior
  - Schedules meetings directly into your reps' calendars with context-rich handovers
- Delivers real-time insights into campaign performance, lead quality, and conversions

## Key benefits:

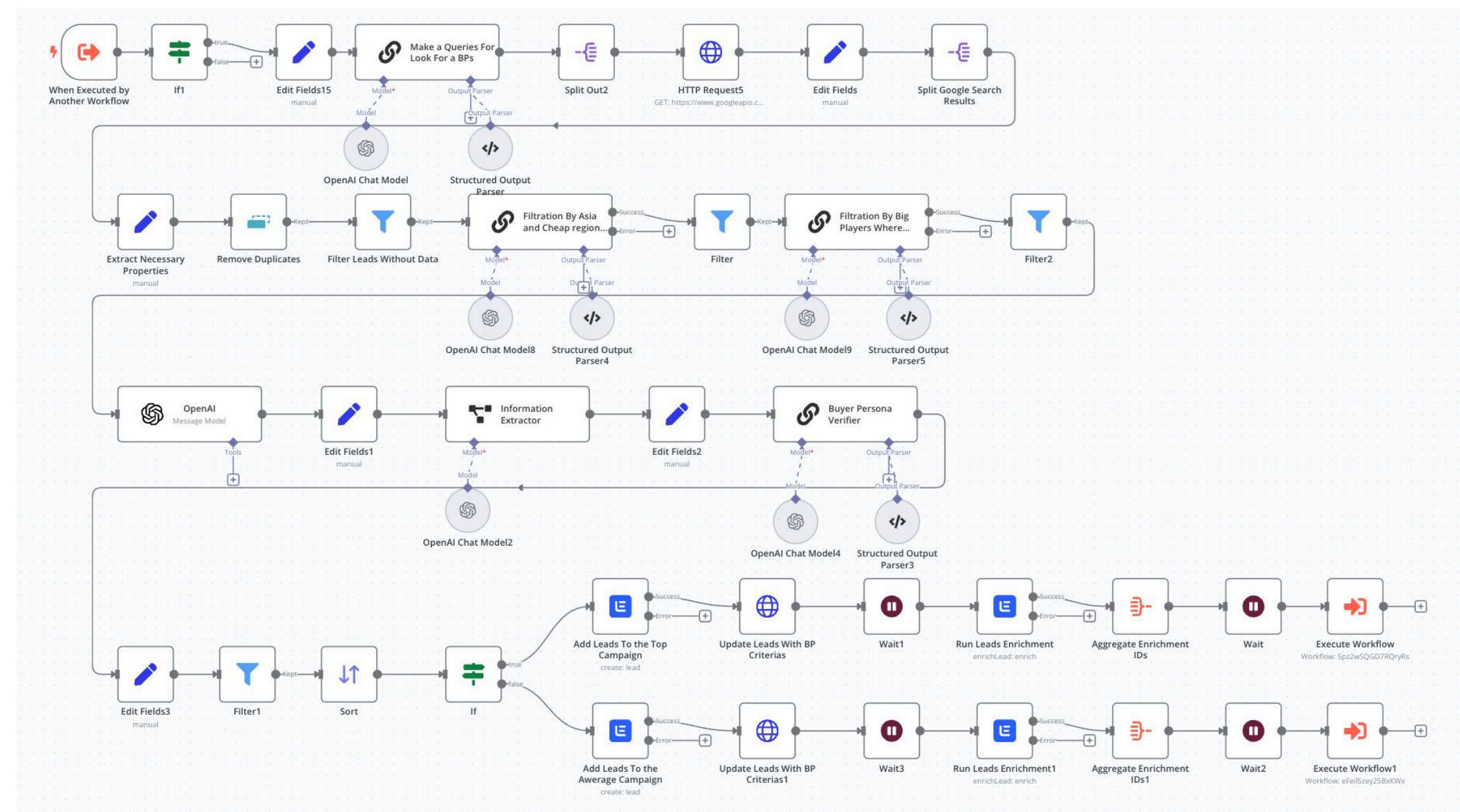
- Eliminate 80% of manual prospecting and outreach
  - Increase qualified meetings booked per rep
  - Ensure consistent, high-quality messaging across channels
- Integrate seamlessly with your CRM and sales tools

# Multichannel SDR Agent

We have created the set of AI agents which are responsible for each business functions:

## AI Agents Included:

- ICP matching & lead discovery agent
- Lead nurturing and data collection
- Email copywriting agent
- LinkedIn outreach agent
- Email outreach agent
- Intent & signal tracking agent
- Follow-up orchestration agent
- Meeting scheduling agent
- CRM sync agent
- Reporting & analytics agent



# Lead Research & Enrichment Agent

- The Lead Research & Enrichment Agent continuously scans trusted data sources to build and update high-quality lead lists.
- Your sales team always starts with the right targets.

## What it does:

- Scours LinkedIn, CrunchBase, company sites, and news for relevant leads aligned with your ICP
- Detects buying signals (funding, hiring, tech stack changes, etc.) to surface high-intent accounts
- Enriches CRM records with verified contact info, job roles, company information, and engagement triggers
- Keeps lead lists fresh through automated re-validation and scoring
- Prioritizes prospects based on fit and intent for targeted outreach

## Key benefits:

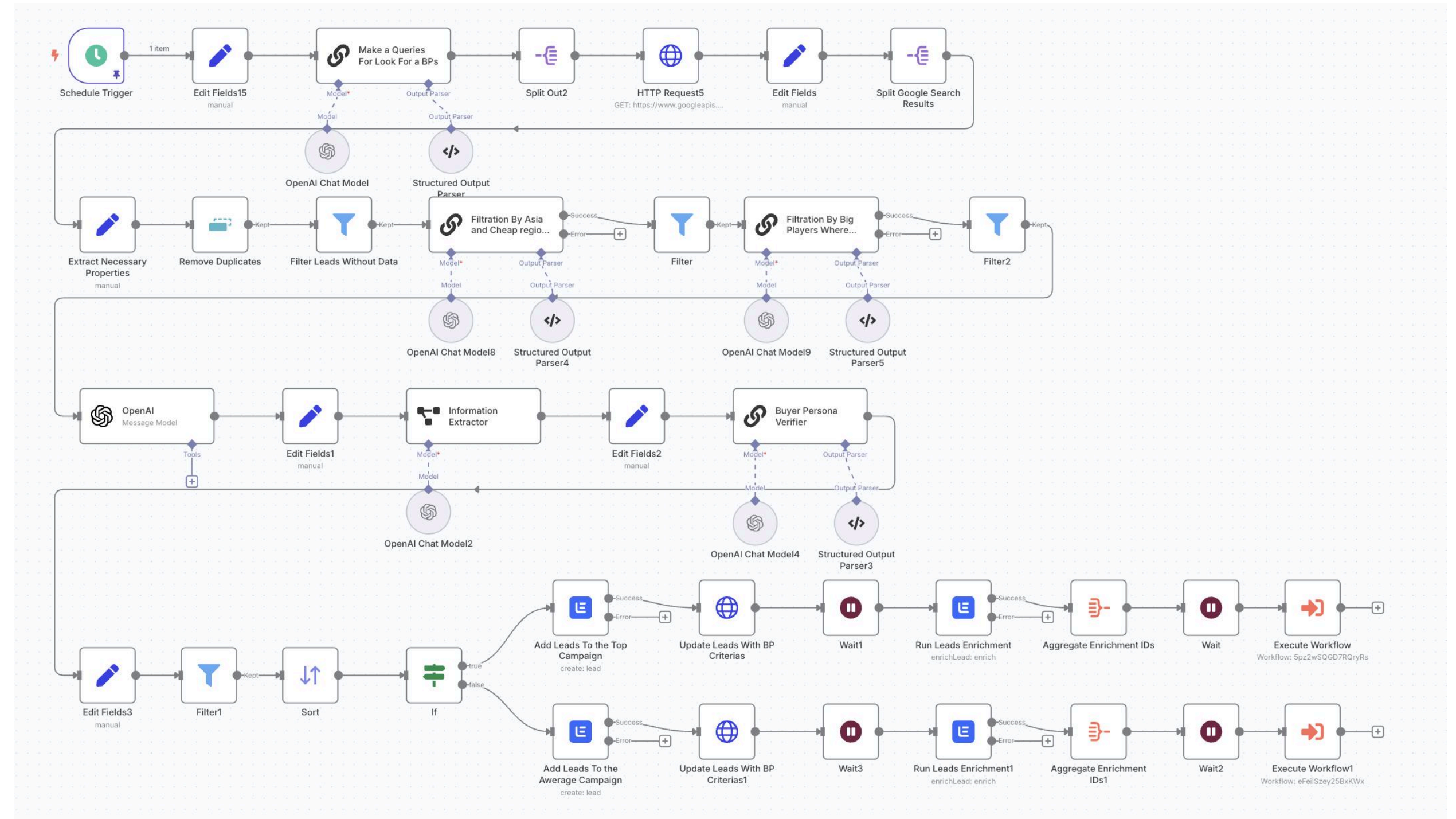
- 3x more accurate lead lists without manual effort
- Spend less time researching, more time closing
- Stay ahead of your competitors with real-time updates
- Works seamlessly with your CRM, outreach, and analytics tools

# Lead Research & Enrichment Agent

We have created the set of AI agents which are responsible for each business functions:

## AI Agents Included:

- ICP matching & lead discovery agent
- Company data collection agent
- Contact data validation agent
- AI summary & insight agent
- Lead scoring & prioritization agent
- CRM sync & update agent
- Re-validation & list maintenance agent
- Analytics & reporting agent



# Conference Preparation Agent

- Turn your booth into a pipeline engine.
- Our AI Conference Agent helps marketing and sales teams maximize ROI from trade shows and industry events by automating the entire pre-event outreach and meeting booking process.

## What it does:

- Identifies and qualifies attendees from public lists, LinkedIn, and past CRM data
- Crafts personalized outreach campaigns across email and LinkedIn
- Engages prospects autonomously, answers common questions, and nurtures interest
- Books meetings directly into your team's calendars with booth location and time
- Provides real-time reporting on outreach performance, booked meetings, and key contacts

## Key benefits:

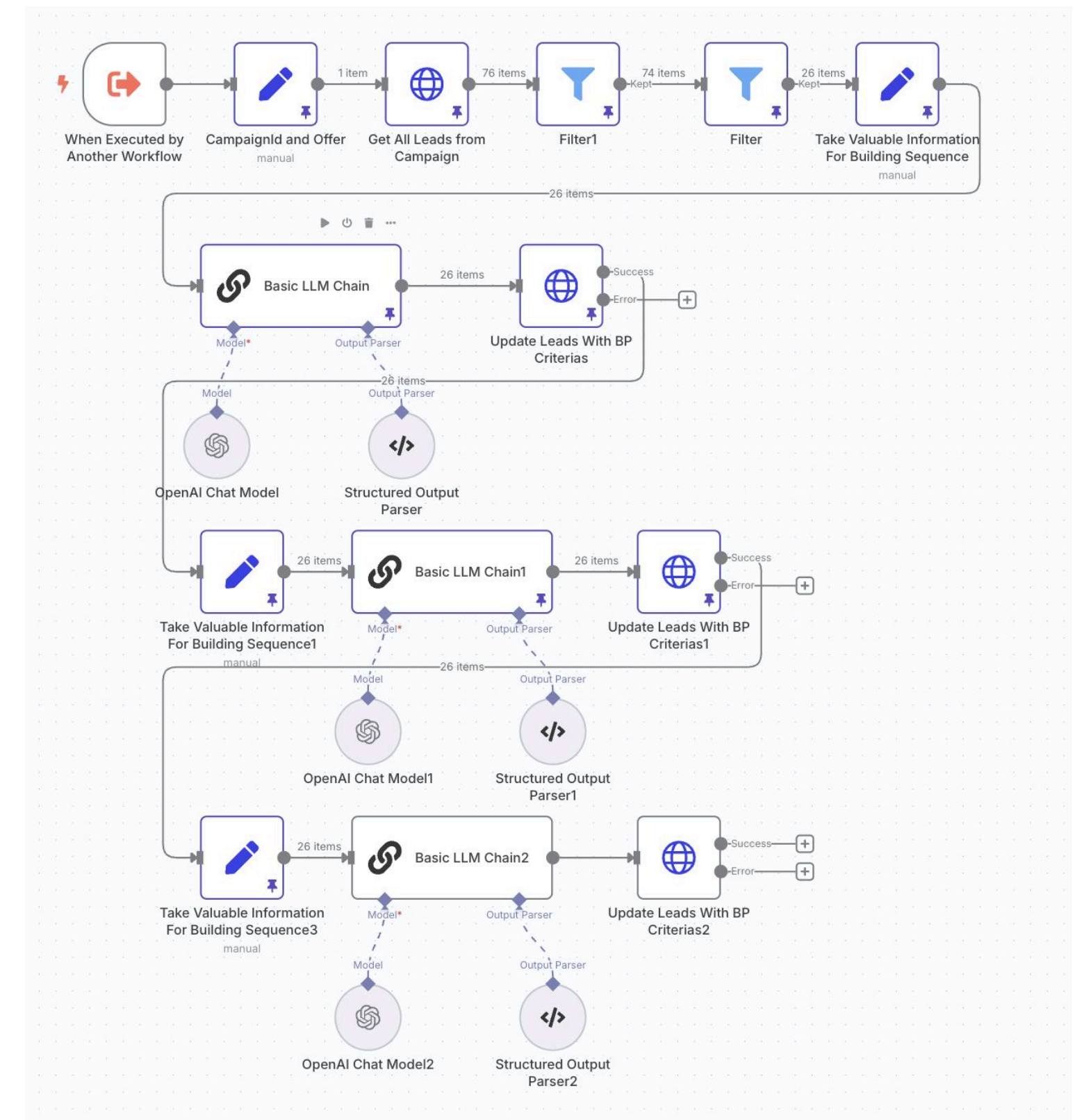
- Save 40+ hours of manual pre-event outreach
- Increase booked meetings by 2–3x
- Focus your team on high-value conversations, not logistics
- Integrate seamlessly with your CRM, email, and calendar tools

# Conference Preparation Agent

We have created the set of AI agents which are responsible for each business functions:

## AI Agents Included:

- Attendee identification & qualification agent
- Enrichment & data scraping agent
- Personalized campaign builder agent
- Autonomous engagement agent
- Meeting scheduling agent
- CRM & calendar sync agent
- Campaign performance tracking agent
- Event feedback & debrief agent
- Intent & engagement scoring agent



# AI Quick Quote agent

- Respond and close more.
- The AI Quotation Agent automates the creation of personalized, accurate, and brand-compliant proposals - helping your sales team reduce turnaround time and focus on winning deals.

## What it does:

- Automatically generates quotations based on client input, pricing logic, and templates
- Understands deal context (scope, region, service type) and tailors content accordingly
- Delivers branded, editable PDFs or dynamic web-based quotes
- Syncs with your CRM, pricing engine, and approval workflows

## Key benefits:

- Calculate and provide high-level project estimate in 3 min
- Ensure accuracy and consistency across teams
- Personalize at scale - without manual effort
- Improve speed-to-response and win rates

## AGENT 4

# AI Quick Quote agent

<https://qqai.wwg.it/>

We have created the set of AI agents which are responsible for each business functions:

### AI Agents Included:

- Deal context interpreter agent
- Pricing logic & configuration agent
- Content generation agent
- Upsell & cross-sell recommendation agent
- Brand-compliant quote builder agent
- CRM & document sync agent
- Quotation delivery agent
- Analytics & reporting agent

The image displays the user interface of the AI Quick Quote agent. The top navigation bar includes links for Benefits, Process, Samples, Get started, and FAQ's, along with a language selector (EN) and a Get quotation button. The main heading is "Detailed Software Quote" with the subtext "Get Yours Quickly". A prominent green badge states "100% FREE & WITHOUT OBLIGATION". Below this, a "Quote is Ready!" notification box prompts the user to check their inbox. A secondary notification box assures "YOUR DATA IS SAFE & STRICTLY CONFIDENTIAL". The interface is divided into several stages: "IT Project Calculator", "Project Requirements" (Step 2 of 4), "Project Logistics" (Step 3 of 4), and "Contact information" (Step 4 of 4). A "Get your quotation now" button is visible at the bottom left. The bottom section shows a "Stage 1 Project Basics" form with a note about the budget, a dropdown for project type, and a list of programming languages and frameworks preferences. A "Quote is on its way!" notification box is also shown, indicating the quote is being processed.

Revolutionizing Business Efficiency with AI Workers

# Multilingual Proposal Writing Agent

↳ Instant software solution design: transforms raw client inputs into a polished, itemized software-project proposal—complete with scope, timeline, and cost breakdown.

↳ Pre-sales support: delivers a client-ready document that needs only final review, freeing specialists to focus on strategy and relationship-building.

## What it does:

- Intake & context capture – parses RFPs, emails, or call notes to understand business goals and tech requirements.
- Scope & work-package drafting – auto-outlines cost, sprints, deliverables, and acceptance criteria.
- Effort & cost estimation – applies your rate card and velocity benchmarks to generate line-item budgets.
- Brand-compliant formatting – exports to your approved template (Word, PDF, or web) and syncs to CRM.

## Key benefits:

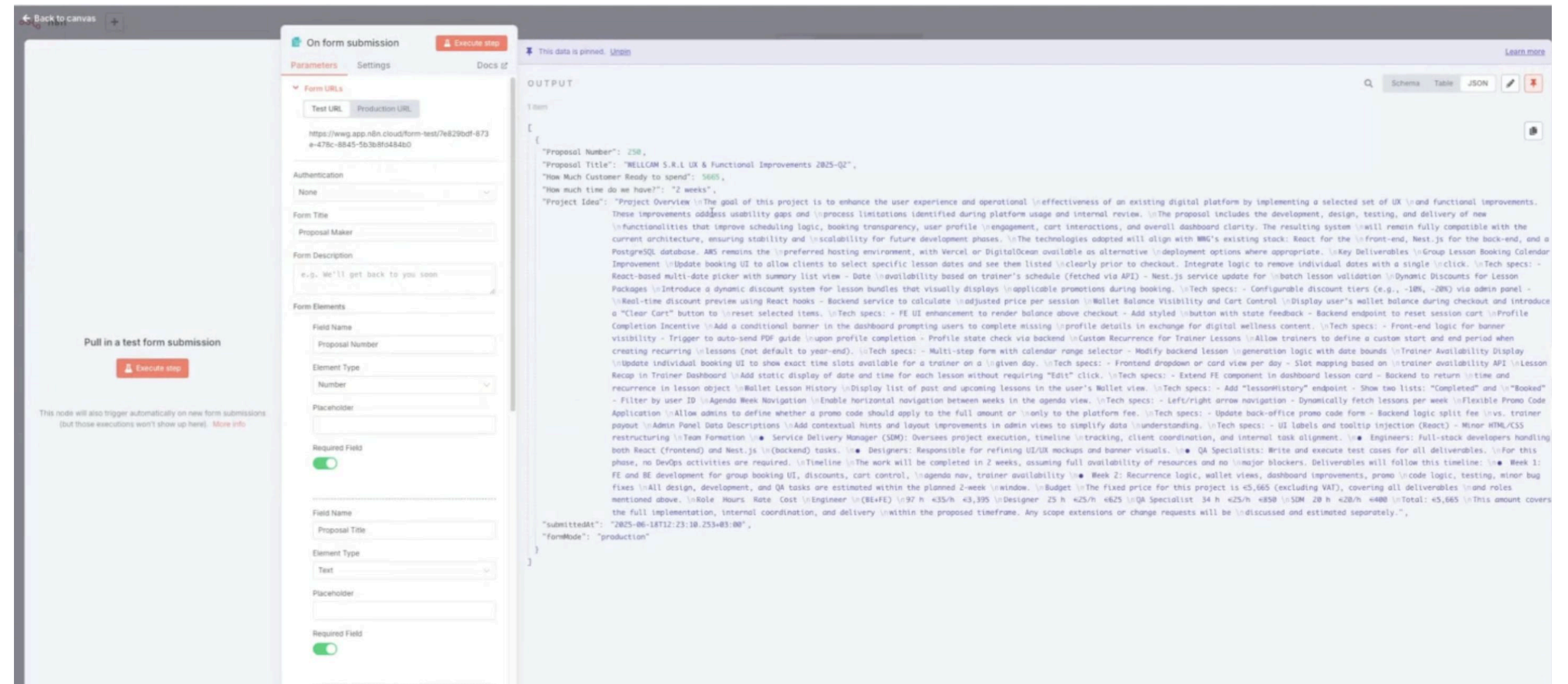
- Reduce quote generation time by 80%
- 10-15 pages detailed project estimation
- Adapt tone of voice depending on GEO
- Empowers non-technical staff to produce engineering-grade proposals

# Multilingual Proposal Writing Agent

We have created the set of AI agents which are responsible for each business functions:

## AI Agents Included:

- Intake & requirement parser
- Scope & work-package builder
- Effort & cost estimator
- Pricing & margin calculation
- Timeline & milestone planner
- Branding & formatting engine



# CASE STUDIES



# Multichannel SDR Agent

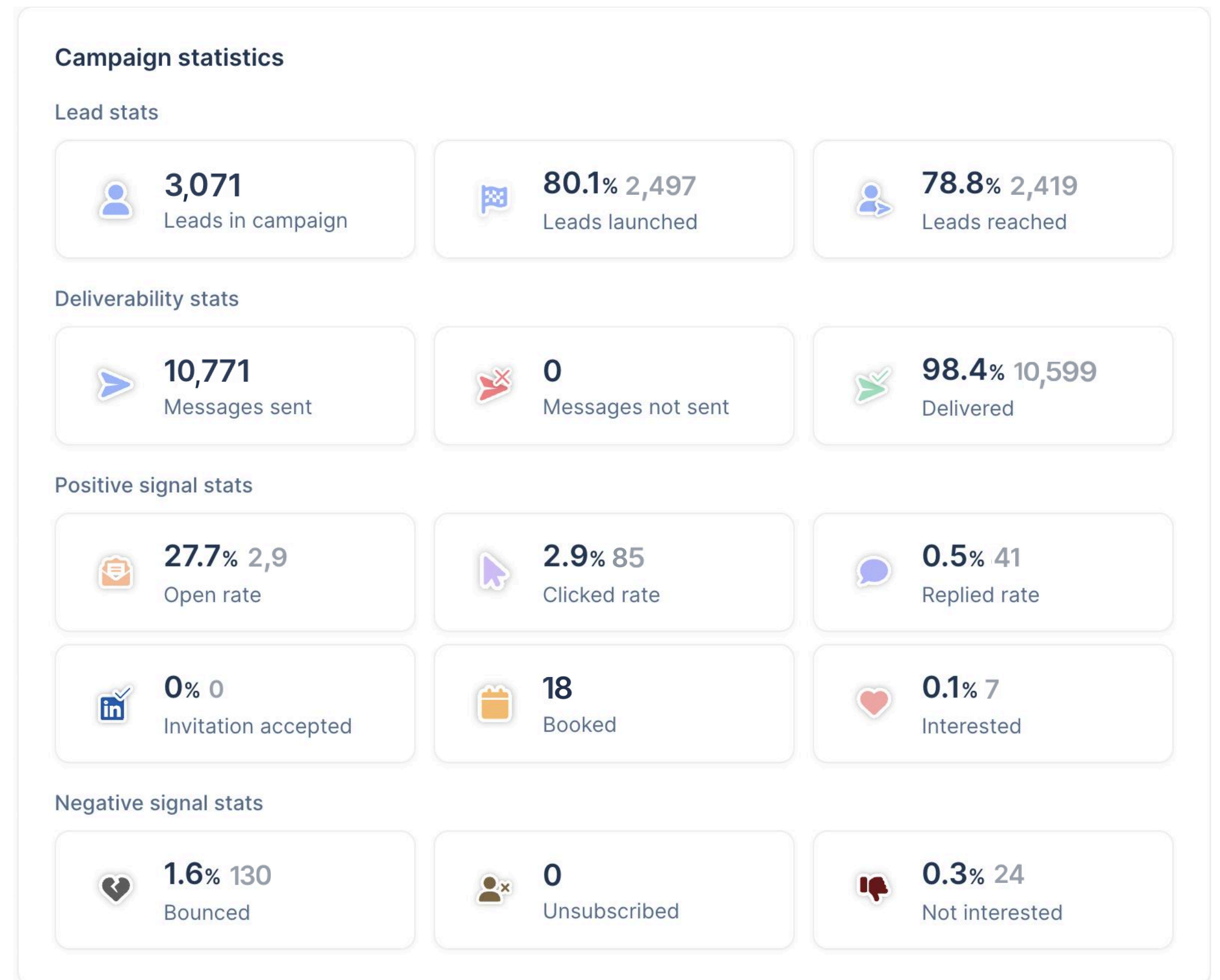
WWG is an Italian company with 20 years of experience and solid expertise in digital innovation technology.

- software outsourcing
- 40 specialists
- Italian market

## Results:

- 2 months
- 1 inbox
- 3071 leads = 10772 messages = 41 replies + 18 booked meetings

Thanks to personalized approach and tailored messages we have achieved the 1,9% reply rate



## AGENT 2. Case Study

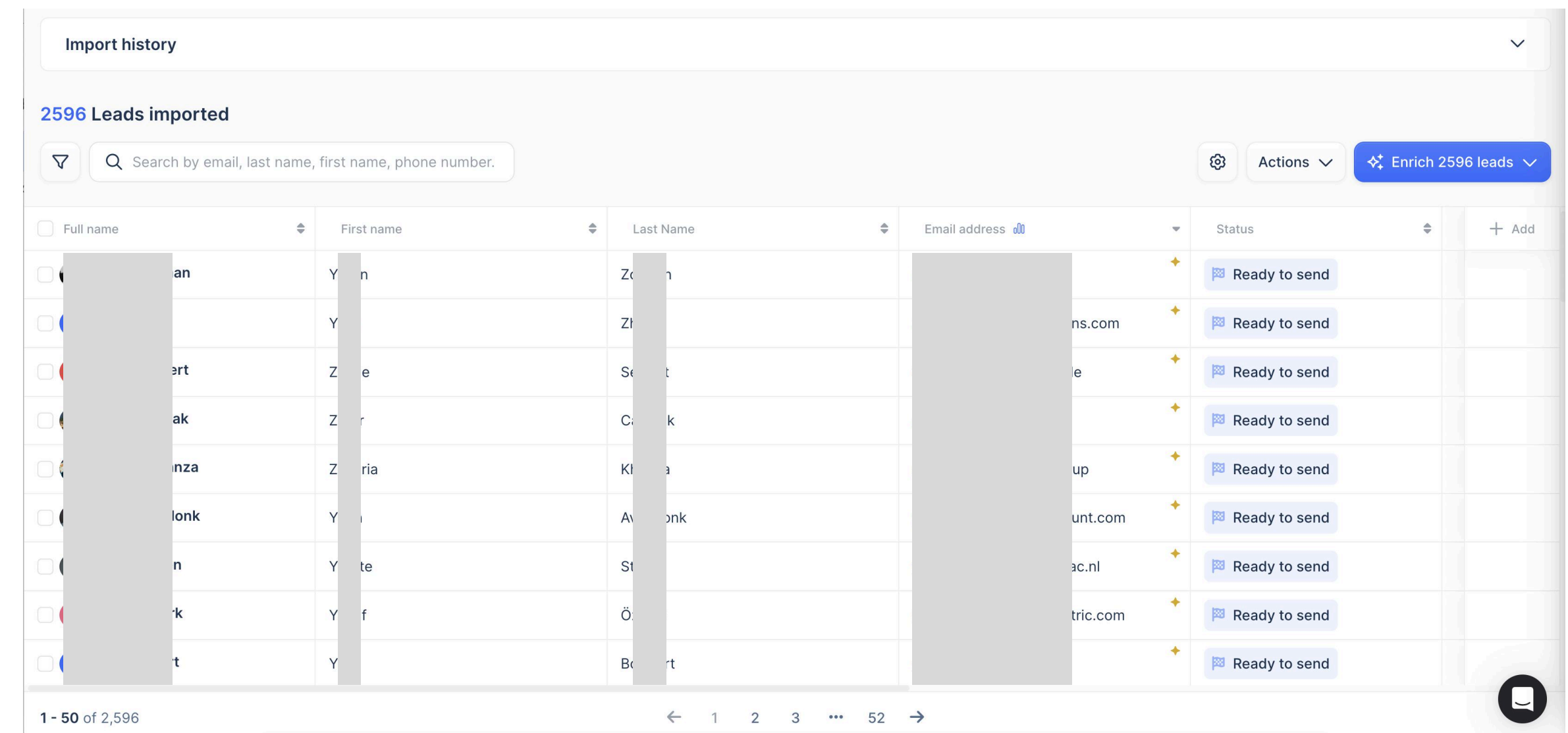
# Lead Research & Enrichment Agent

The client is a Poland FinTech software development company. Aimed to create a detailed lead list of 2596 leads: 650 companies, 5 Ideal Customer Profiles. Enriches CRM records with verified contact info, job roles, company information, and engagement triggers

### Results:

- 2 weeks
- 2596 verified leads list with verified emails
- CRM leads placement including ICP profiles, company overview, lead scoring

Automatic ICP match making, company and contact data collection



Import history

2596 Leads imported

Search by email, last name, first name, phone number.

Actions Enrich 2596 leads

Full name	First name	Last Name	Email address	Status
[Redacted]	Y...	Z...	[Redacted]	Ready to send
[Redacted]	Y...	Z...	[Redacted]ns.com	Ready to send
[Redacted]	Z...	S...	[Redacted]e	Ready to send
[Redacted]	Z...	C...	[Redacted]	Ready to send
[Redacted]	Z...	K...	[Redacted]up	Ready to send
[Redacted]	Y...	A...	[Redacted]unt.com	Ready to send
[Redacted]	Y...	S...	[Redacted]ac.nl	Ready to send
[Redacted]	Y...	Ö...	[Redacted]tric.com	Ready to send
[Redacted]	Y...	B...	[Redacted]	Ready to send

1 - 50 of 2,596

# Conference preparation Agent

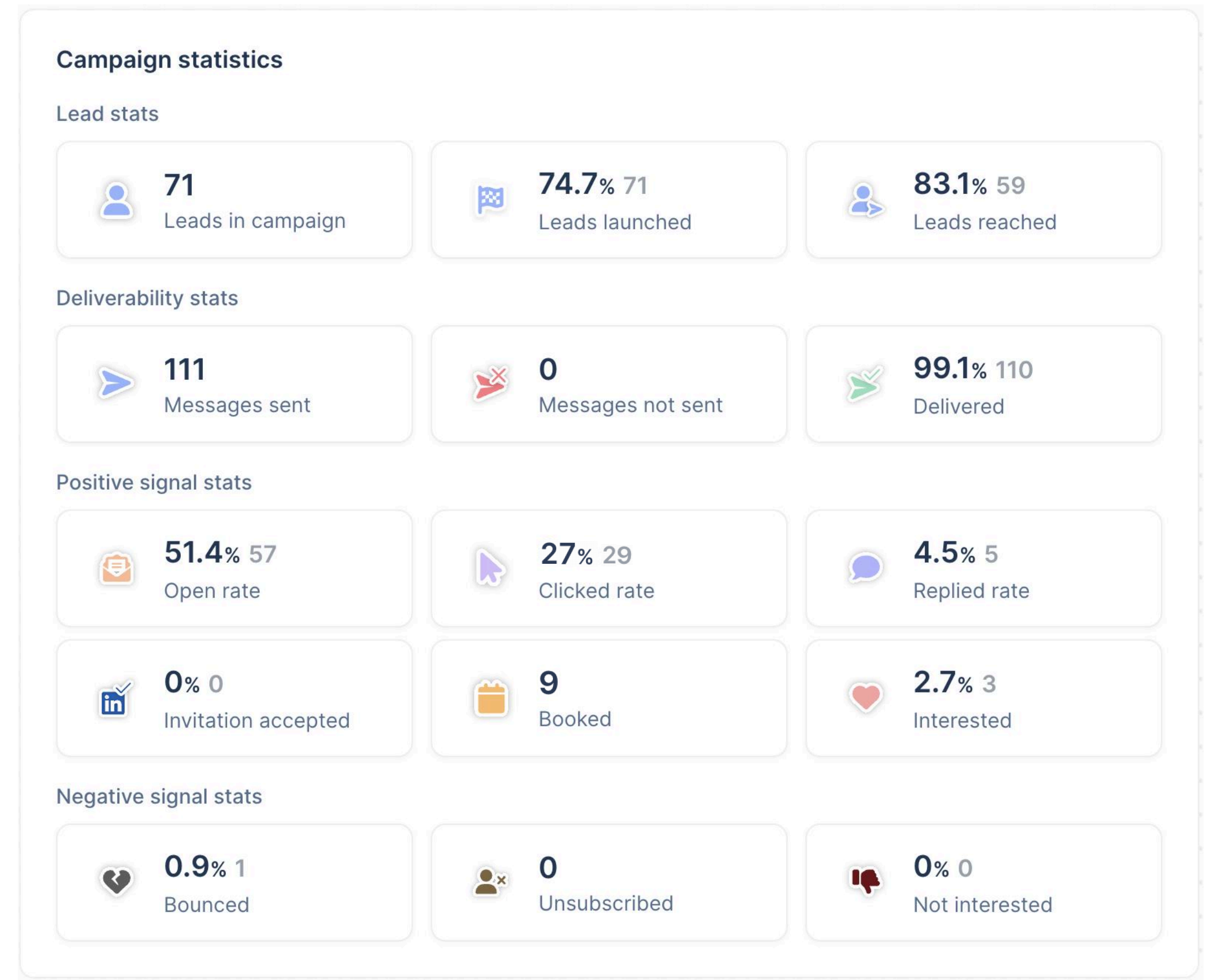
Dutch tech startup, data security product. Participated into TNW 2025, Amsterdam based conference. Aimed to create automatic B2B lead outreach campaign.

- 35 ppl B2B startup
- worldwide market

### Results:

- 3 weeks
- 6 email campaigns
- 450 targeted companies
- 635 messages sent
- 29 email reply
- 53 booked demo meetings at the booth

Scraped lead list from the B2B matchmaking platform, ICP validation, email gathering and validation, leads outreach



## AGENT 4

# AI Quotation agent + PPC leadgeneration

Ukrainian outsourcing company aiming to grow the business.

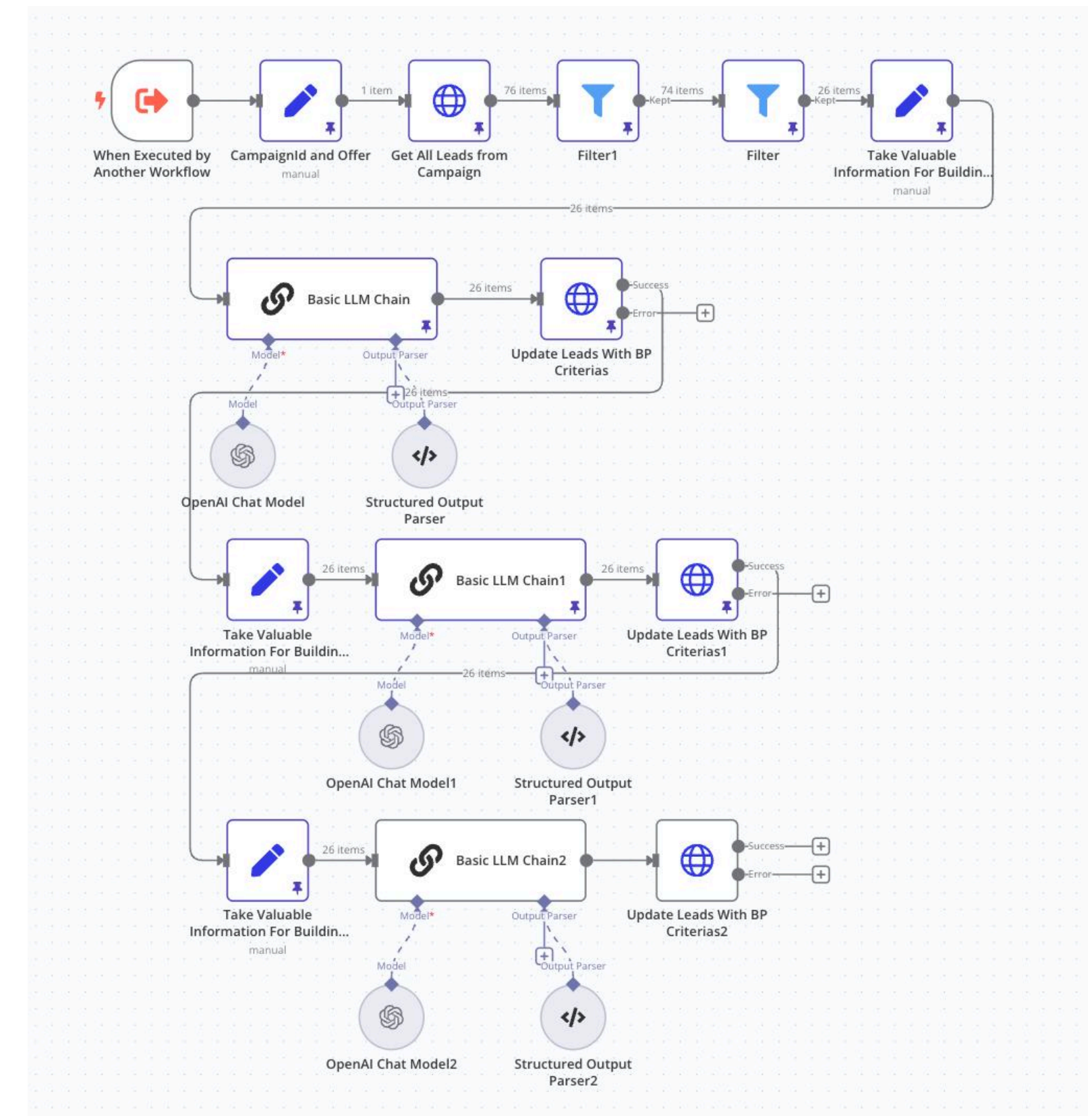
- 200 specialists
- clients GEO: Germany, UK, US market
- general software development services on demand

### Scope of work:

- personalized AI quotation generator for software requests
- PPC campaigns execution for social media
- automated flow for lead gathering, scoring and warming up
- Social media budget: 4k/months

### Results:

- first 3 months - 150 leads (25/35/90)
- second 3 months - 100 leads/months



# Proposal Writing Agent

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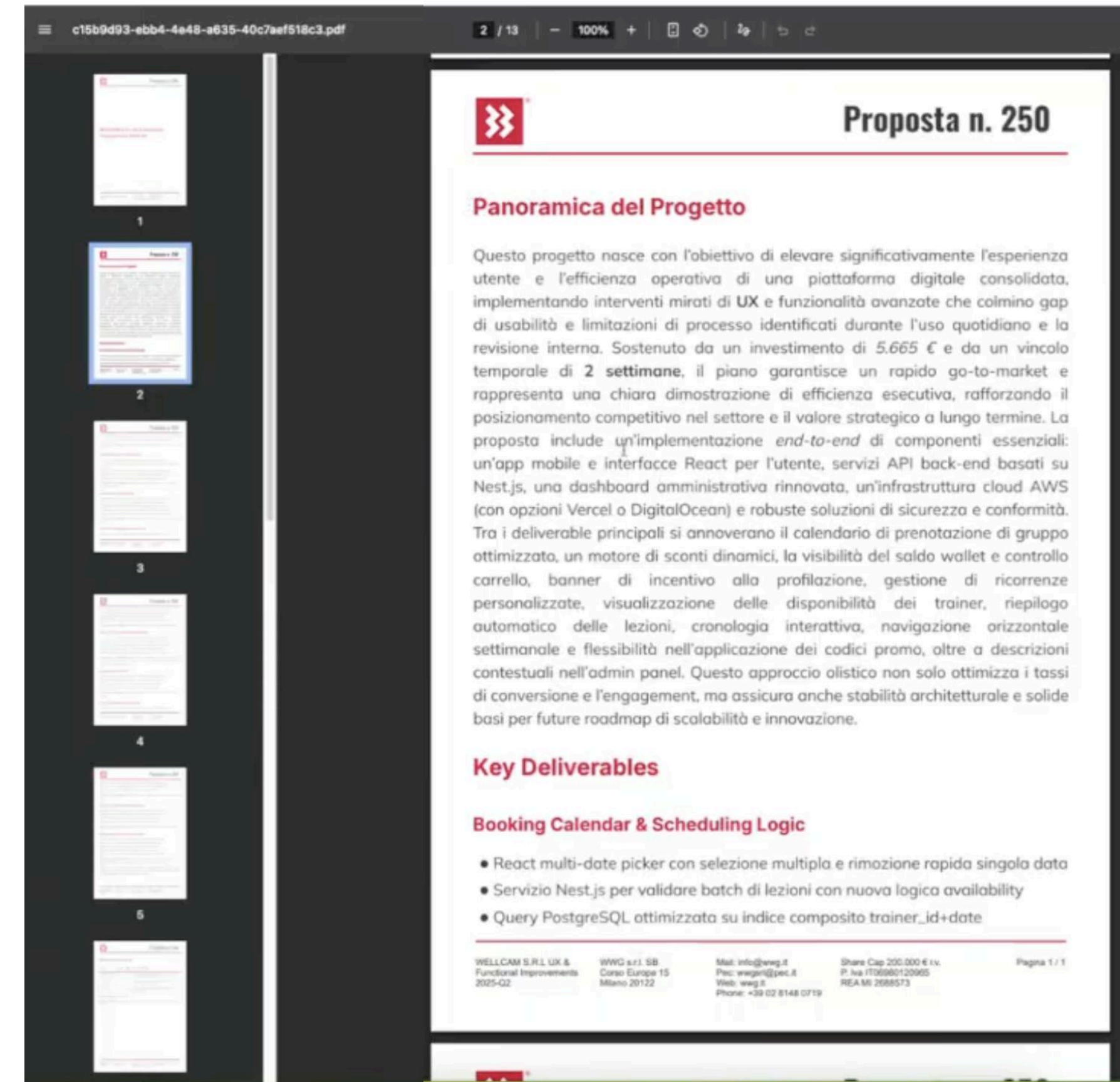
- software outsourcing
- 40 specialists
- Italian market

## Scope of work:

- personalized AI software proposal writing
- 10-15 pages detailed proposal

## Results:

- 265 proposal generated in 9 months



# Ready to Scale with AI? – Let's Talk!

**Schedule the call for demo or  
personal consultation:**

**Uliana Matyashovska**  
**CEO**

[uliana@cogniflow.nl](mailto:uliana@cogniflow.nl)  
[book a call with me](#)

