AIEZ WORKFLOW TRANSFORMATION

From 6 Weeks to 20 Minutes:

Transforming Competitive Battle Card Creation for a Global Automative Services and Technology Company.

6 weeks → 20 min	500+ → 20 hrs	7 days
CYCLE TIME	TOTAL EFFORT	DEPLOYMENT

THE CHALLENGE

The automotive services & tech provider sales-enablement team needed fast competitive intelligence for dealer-facing teams. Battle cards took approximately **6 weeks and 500+ hours** to assemble because information was scattered across SharePoint, owned by different stakeholders, and rewritten from scratch each time. Governance rules blocked new AI platforms, so any solution had to run inside existing systems. The friction slowed sales cycles, lowered confidence in competitive positioning, and forced managers to rely on anecdote instead of structured data.

THE APPROACH

We interviewed sales and product marketing to map the real workflow. We traced nine distinct content sources used in battle cards, audited document ownership, and standardized a single card template covering differentiators, pricing signals, objection handling, proof points and landmines.

We then built a **Prompt-Structured Workflow** inside Claude and Copilot, reorganized inputs in SharePoint with clear naming conventions, and tested competitive scenarios. Claude handled long-context synthesis and generated near-final cards in a single pass. Copilot handled recall and summaries. We compressed approvals into a short sign-off loop by identifying the three actual approvers who mattered.

The full system was deployed in **10 days** with no new vendor risk, no procurement cycles, and no new licenses.

THE RESULTS

METRIC	BEFORE	AFTER
Timeline	6 weeks	20 min active
Hours Required	500+ hours	1 hour
Team Involved	20+ Product Marketers	Review & edit only
Sales Prep Time	Baseline	70% reduction
Monthly Hours Saved	—	30-40 hours/month

Sales teams reported **70% less prep time**, product marketing reclaimed **30–40 hours/month**, and competitive card usage increased because assets were clear, standardized, and trusted. The

company created a viable blueprint for future workflows using structured prompts rather than agents, reducing the political and compliance friction around new tooling.

KEY TAKEAWAYS

1. **Codifying the workflow delivered more value than the LLM choice.** Breaking the manual process into discrete steps, standardizing the template, and organizing source documents created the foundation that made AI acceleration possible.

2. **Claude outperformed Copilot for synthesis by a wide margin.** For complex, multi-source synthesis with specific formatting requirements, Claude's longer context window and instruction-following capabilities proved essential.

3. **Standardization sets the foundation for future automation.** The same methodology can now extend to playbooks, proposals, discovery guides, and other sales enablement assets.

"The battle card workflow blew our mind."

—Global Auto Services + Tech Company

METHODOLOGY: PROMPT-STRUCTURED WORKFLOW BLUEPRINT

This engagement applied a four-stage methodology designed for organizations that need AI acceleration without new platforms:

- **Decompose:** Break the manual task into discrete, observable steps. Map who does what, with which inputs, in what sequence.
- **Surface the Knowledge Spine:** Identify the core documents and data that drive decisions. Clean up where they live, how they're named, and who owns them.
- **Template the Outcome:** Decide what 'good' looks like in a concrete template. Make every section traceable to one or more source documents.
- **Prompt and Iterate:** Design system and task prompts that mirror the human workflow. Test on real use cases, then refine until AI output requires minimal editing.

Project Duration: 10 Days | Team Size: 3 | Tools: Claude, Copilot, SharePoint

December 2025