BUSINESS CASE 02 · Live engine · early results

Swiss precision-motion maker entering semiconductor equipment

Motion systems for semiconductor equipment makers · run with their agency · 27 Sep to 29 Oct 2026, weekly runs

14 target accounts, 7 sources, one sheet. In five weeks the engine flagged the account the team then met at an industry-show dinner, and one that was not on the list at all.

CLIENT	MARKET	BUILT IN	CADENCE
Precision-motion maker, through its agency	Semiconductor equipment makers	Google Sheets, Make, Apify, Tavily	Weekly runs, ranked list every week

14
Target accounts watched every week

361
Contacts mapped and tagged by buying-committee fit

83
Job and news signals logged in five weeks

34
Website visits logged in five weeks

Early results: the engine is five weeks old and no deal or pipeline value is claimed yet.

What they had

- 131 CRM contacts, under a quarter qualified, spread over 17 tabs
- About 650 likes on the company LinkedIn page, none from a target account
- A newsletter with no account view, and the website visitor tool not connected

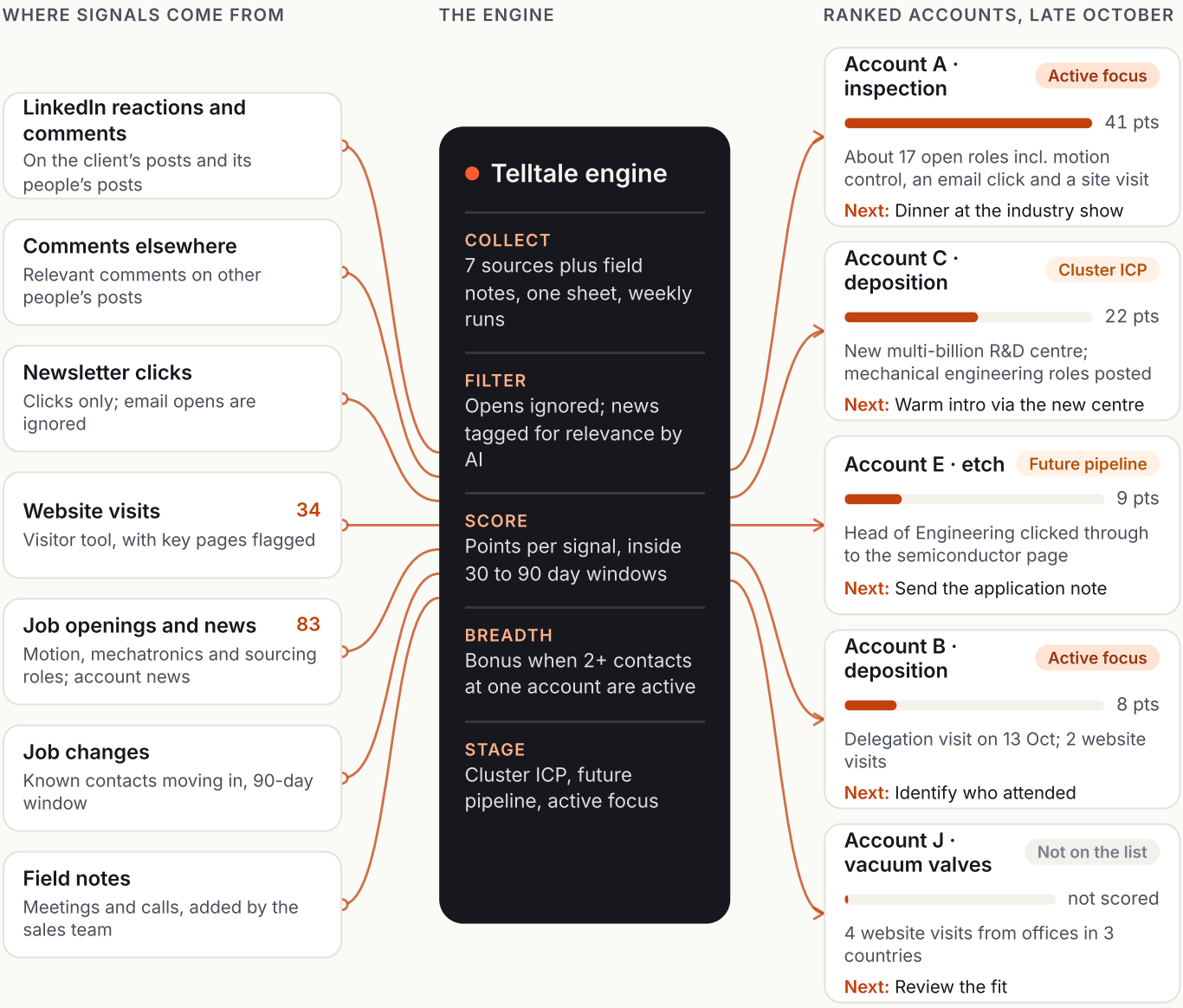
What we added

- 7 sources and field notes, scored per account on one sheet
- Every contact tagged as core, adjacent or outside the buying committee
- A weekly ranked list with the reason and the next step for each account

HOW THE SIGNALS FLOW

Seven sources and the sales team's notes, scored per account every week

Each signal earns points inside a 30 to 90 day window. Email opens are ignored, news is tagged for relevance by AI, and a bonus kicks in when two or more people at one account are active.



THEN

NEXT ACTION

Account A ranked first; the team met them at a dinner during the industry show on 14 Oct.

→

WHAT HAPPENED

A motion frame was tested with account A, and an install is planned for Q1 2027. Account B confirmed business development for a product line.

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RESULT SO FAR

No deal or pipeline value yet. The pilot itself runs at the main industry show in March 2027.

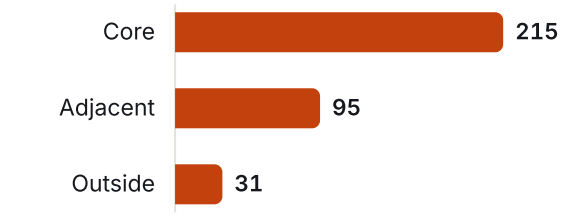
WHAT HAPPENED

The right accounts, and one nobody had listed

Five weeks of weekly runs, 27 Sep to 29 Oct 2026.

361 contacts mapped

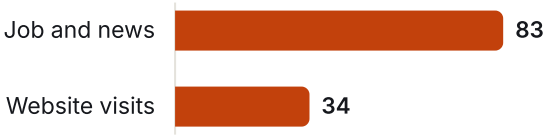
Tagged by fit with the buying committee



The team now knows who to talk to at each account, not just which accounts.

Signals logged in five weeks

Logged by the engine, 27 Sep to 29 Oct 2026



Timeline

- **27 Sep** — Engine live, with weekly runs.
- **29 Sep** — The Head of Engineering at account E clicks through to the semiconductor page.
- **9 Oct** — Account A visits the website, on top of its open motion-control roles.
- **8 to 20 Oct** — Account J, not on the target list, visits 4 times from offices in 3 countries.
- **13 Oct** — Delegation talks with account B; business development for a product line confirmed.
- **14 Oct** — Dinner with account A at the industry show.
- **Q1 2027** — Install planned at account A.
- **Mar 2027** — Pilot at the main industry show.

What this does not prove yet

- No closed deal or pipeline value yet; the pilot runs in March 2027 because the prototype was late.
- In writing, the agency credits the engine with surfacing accounts A and J.
- Newsletter clicks were real but few, and the visitor tool finds about 5 companies a week.

FOR YOUR TEAM

What you get

Closest to your world if you sell technical products to a short list of large manufacturers, where a hire, a new site or an order opens a window.

A signal map

We agree with you which 8 to 10 events show an account is ready to buy in your market. No generic intent score.

A ranked shortlist

Accounts ranked by fresh signals, in your CRM or Slack, with the right person to contact and why now.

A first draft

A one-line reason to reach out and a draft message for each account, ready for your own words.

How it works

Step 1
A 30-minute call
You tell us who you sell to and what your best customers looked like before they bought.

Step 2
We map your signals
We pick the events that come before a purchase in your market and test them on your accounts.

Step 3
We build it in your stack
Signals, scoring and alerts go into tools you already use or approve, under your own accounts.

Step 4
You run it
Your team works the shortlist. For the first two months, we support and tune it.

Signal engine

from €2,000

One-time setup, with two months of support included.

- A signal map for your market
- Live scoring in your CRM
- Playbooks and draft messages
- Two months of support: fixes, small tweaks and a scoring review

After month two, you choose: an optional care plan, a fixed price per fix, or nothing. It keeps running either way, with no automatic renewal. Running costs: about €20 a month in AI tokens, paid directly to the provider.

Want us to run the outreach too?

Add-on sprints, run by the founders. Three months minimum.

ABM sprint
€4,000 to €6,000 a month, led by Stefan

Outbound sprint
€3,000 to €4,000 a month, led by Alex

You own it
Built in your accounts, on tools you use or approve. If you stop working with us, it keeps running.

Start with a free signal map

Tell us who you sell to. Within 48 hours we send you 5 companies in your market that show a buying signal this month, with the person to contact. No call needed.

Get your free signal map

Or book 30 minutes: telltalegtm.com/book

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