BUSINESS CASE 03 · Live engine · early results

North American CRM and ERP implementation partner

Zoho partner selling to lenders, manufacturers and field-service firms · Canada and US · 29 Sep to 29 Oct 2026

From no target list and no signals to 415 prospects sorted by what they actually did, in four weeks.

CLIENT	MARKET	BUILT IN	CADENCE
Zoho implementation partner	Lenders, manufacturers, field service	Zoho exports, Make, Google Sheets, a web dashboard	Refreshed every Tuesday

415
Prospects, plus 39 clients, sorted into three buckets

~330
Visits to key pages, such as pricing

~340
Cold-email clicks turned into account signals

4
Accounts moved to “noticed us” by the engine

Early results: the engine is four weeks old and no opportunity is claimed yet.

What they had

- No target-account list; sales lists were companies that fit the profile, nothing more
- No outbound sequences, no scraping, no signals recorded
- Three months of cold email through an agency, nothing closed
- A website visitor tool whose output read as noise

What we added

- 9 sources feeding one score per account
- Three buckets: never heard of us, noticed us, talking to us
- A dashboard with “why this score” for every account, and bulk actions
- One rule: nobody reaches “talking to us” without a two-way signal

HOW THE SIGNALS FLOW

Nine sources, one score, three buckets

Filters drop staff, partners, recruiters, very large firms and government before anything is scored, so the sales team only sees accounts it can sell to.



THEN

NEXT ACTION

Sales checks fit and connects; the COO follows up event contacts within 48 hours.

→

WHAT HAPPENED

4 accounts moved to "noticed us"; on 24 Oct the client asked to agree terms for the next stage.

→

RESULT SO FAR

No opportunity yet. Handoff of engine leads to the sales rep starts the week of 2 Nov.

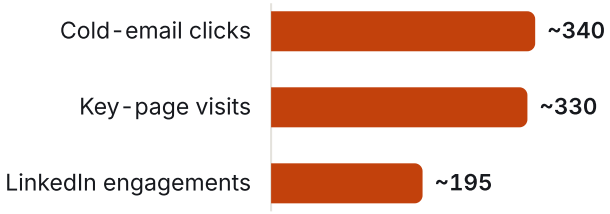
WHAT HAPPENED

Signals where there were none

Four weeks of weekly runs, 29 Sep to 29 Oct 2026.

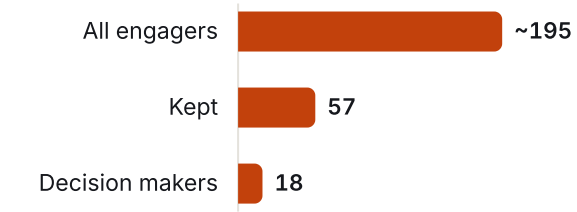
Signals logged in four weeks

Approximate counts, before scoring



LinkedIn engagers, after filtering

The AI filter keeps buyers and drops the rest



5 large firms that visited were filtered out as outside the profile.

Timeline

29 Sep — Engine starts, refreshed every Tuesday.

5 to 8 Oct — Prospects land on key pages: the mortgage-broker CRM page, the partner page and a case study.

7 Oct — Account A views 4 key pages in one session, including pricing.

22 Oct — 3 conversations at a lenders' summit logged as two-way signals.

24 Oct — The client asks to agree terms for the next stage or monthly support.

27 Oct — Three executives at account N click the same email: a buying group forming.

Week of 2 Nov — Handoff of engine leads to the sales rep starts.

What this does not prove yet

- The engine is four weeks old; no discovery call or deal is attributed to it yet.
- The client's own view: many LinkedIn engagers are friends and vendors.
- The website visitor tool was switched off on 29 Oct because its results were not good enough.
- The lenders' summit leads are an event result, not an engine result.

FOR YOUR TEAM

What you get

Closest to your world if you are a services or software firm starting outbound from zero, with a website and email already in place.

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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