

# Neoteric generates €250K in revenue and adds €500K to sales pipeline in just 3 months.

Neoteric software house was able to generate €250K in revenue, increase its sales pipeline value by €500K and shorten its sales cycle by half in just 3 months through account-based selling.

**€ 250K**  
revenue generated

**€ 500K**  
in sales pipeline value

**2x shorter**  
sales cycle

## We focused on one industry, digital fitness.

It can be hard to find new customers, and even harder to convert them. Traditionally, outbound selling is expensive, slow, and ineffective. As part of our pilot project with Neoteric, we focused on digital fitness sector and used account-based selling to engage with the target audience more effectively.

## A simplified process: know your customers, build relevant content, and create a sales-free zone.

First, our researchers looked at the ideal customer in the fitness industry. We found out what customers want, and from Neoteric's previous successful projects in this area we had a handful of insights we can use in a webinar. As a next step, we invited our audience to a webinar on the topic (It was the most successful webinar in Neoteric's history). We created a sales-free zone engagement program that generated over 126 conversations with relevant buyers. Meetings resulted in deals of €500K being put into the pipeline, of which two were signed, generating revenue of €250K.

## Next, expand the plays.

We plan to roll out account-based selling across all of Neoteric's major sales events. This way, we can reach more accounts with context to the programs.

## About Neoteric

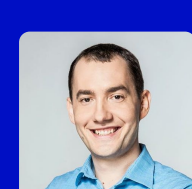
Neoteric is a software house specialized in delivering AI applications for the fitness technology industry.

Best AI and ML Company in 2021 according to "The Manifest"

Rated 4.9 / 5.0 by 40 clients



Your team helped us scale, sorted out all the mess with different data and different activities, folded around magnificent work and picked up those activities when needed. The results were outstanding.



**Darek Kociecki**  
Chief Growth Officer