

Build pipeline. Without building a full sales team.

An experienced commercial team embedded into your GTM motion. We find the right accounts, start real conversations and create qualified sales opportunities - without you building the whole function internally.

Embedded, not outsourced

Human-led outreach across phone, LinkedIn, WhatsApp and email.
Your team. Your systems. One shared commercial motion.

WHAT WE DO

Five parts of one commercial motion

01 Strategy & targeting

Sharpen the offer, ICP, accounts, buyers and commercial priorities.

02 Research & data

Build focused account lists and identify the right decision-makers.

03 Multi-channel outreach

Run human-led calls, LinkedIn, WhatsApp and email outreach.

04 Qualification & meetings

Start real conversations and book opportunities your team can progress.

05 Pipeline management

Track activity, learn from the market and improve the motion every week.

HOW WE WORK

Embedded into your team

We operate alongside founders, sales leaders and existing commercial teams.

Human-led, technology-enabled

Technology supports the work. It never replaces real commercial conversations.

Built around your market

Execution adapts to the region, buyer and time zone - including the UAE, US, UK and Europe.

BEST FOR COMPANIES THAT

- Have something worth selling and want more pipeline.
- Know who they want to reach, or are ready to sharpen the ICP.
- Want execution, not another strategy deck.
- Need capacity now before hiring a full internal team.