



B2B SALES OUTSOURCING · MACHINERY MANUFACTURING

Building Profinox's **outbound sales engine**, from manual emails to a full meeting pipeline

How Elemental Communications became the outbound growth engine behind Profinox's expansion into the German machinery market: two years, one partner, zero in-house sales hires.

PROFINOX

Profinox

Machinery manufacturer · Germany market

3+

QUALIFIED MEETINGS /
WEEK

2

YEARS, FULLY
OUTSOURCED

100%

OF B2B OUTBOUND
HANDLED BY US

10+ yrs

AVG. CONTRACT
LENGTH IN INDUSTRY



BACKGROUND

A machinery manufacturer ready to grow, but with no outbound process

Profinox had the production capacity and the expertise to compete in the German market. What they lacked was a structured way to reach the right buyers. Before working with Elemental, outreach was done manually, one email at a time, with no automation and no consistent pipeline. In an industry where a single contract can span a decade, every missed conversation is a missed opportunity.



The challenge

- No outbound infrastructure, all outreach done manually, one email at a time
- No defined ICP or target list for the German market
- No automation or sequencing tools in place
- Needed a partner to build and run the full outbound motion from scratch



The solution

- Elemental built the full outbound infrastructure from zero
- Developed highly targeted lists focused on the German machinery and manufacturing sector
- Launched multi-step email sequences sending several hundred emails per week
- Qualified all replies and booked meetings directly onto the client's calendar

01

ICP & List Building

Highly targeted lists built for the German machinery and manufacturing sector before any outreach began.

02

Multi-Step Sequences

Several hundred emails per week, sequenced and refined to fit a long, relationship-driven sales cycle.

03

Qualify & Book

Every reply qualified and booked directly onto Profinox's calendar, no unqualified meetings.

TWO YEARS, ONE PARTNERSHIP



Year 1 Foundation

Outbound infrastructure built, ICP defined, first sequences launched. Within the first quarter, meetings started appearing on the calendar consistently.



Year 2 Scale

Volume and targeting refined, meeting cadence increased to several qualified meetings per week. Pipeline grew to the point of capacity constraints.



Result Mission complete

After two years, Profinox had enough business in the pipeline to pause sales activity entirely. The partnership will resume when they are ready to grow again.



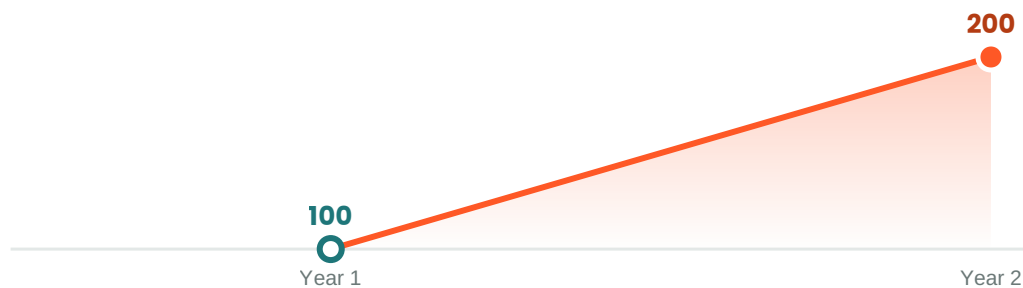
RESULTS

A full pipeline, without a single in-house sales hire

3+QUALIFIED MEETINGS
PER WEEK**2x**GROWTH IN MEETING
VOLUME, YEAR 1 TO
YEAR 2**10+ yrs**AVG. CONTRACT
DURATION**~60%**COST SAVED VS. AN
IN-HOUSE HIRE

Qualified meeting volume, indexed by year

Growth in weekly qualified meetings generated for Profinox's German market (Year 1 = 100)



Financial impact

In machinery manufacturing, a single closed deal can generate revenue for over a decade. By building a consistent meeting pipeline into the German market, Elemental helped Profinox convert outbound conversations into long-term contracts. The compounding value of those relationships meant that after two years, the pipeline was full enough to pause new business development entirely, a clear sign the outbound engine had done its job.

Why full outsourcing worked

Time to first meeting	< 8 weeks
In-house hires needed	0
Outreach channels run	2
Team location	Belgrade, RS
Markets covered	Germany



KEY OUTCOME

What this partnership delivered

[Engagement summary](#)

After two years of consistent outbound, Profinox's pipeline was full enough to pause new business development entirely, a strong signal the outbound engine had done exactly what it was built to do.

About Elemental Communications

Elemental Communications is a B2B sales and marketing partner for companies entering and scaling in new markets. We plug in as your outsourced sales team: market research, ICP definition, multi-channel outbound, and qualified meeting booking, backed by a decade-long contact network and an AI-powered outreach process. No recruiting, no ramp-up: just a calendar full of the right conversations.

Want results like Profinox's?

Book a free, no-obligation call and we'll map out what an outsourced sales engine could look like for your business.

[Book a Meeting →](#)