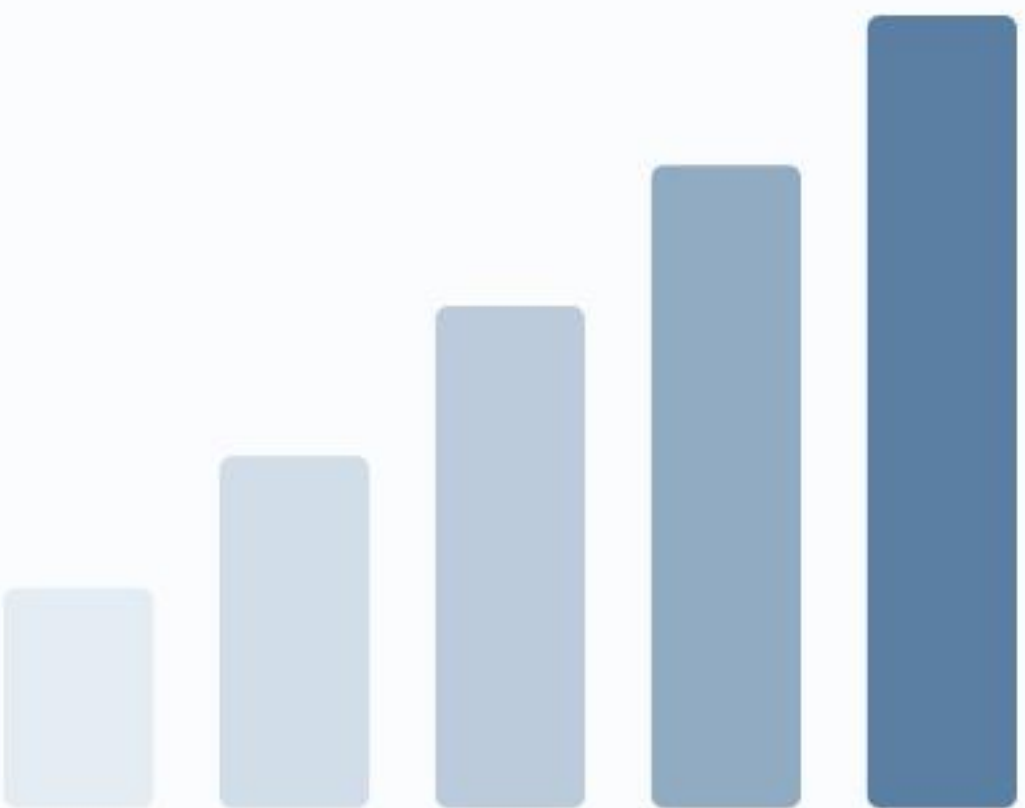




Two outbound campaigns for Abysalto

Two sample campaigns I would run as a Senior Account Executive at Abysalto, from first contact to close.

Built from public sources and LinkedIn Sales Navigator, October 2026.

Research, outreach, deal development, closing

WHAT I FOUND ABOUT ABYSALTO

- Products: Motion, People, Progress, Flow, Energy, Sfera
- Motion runs ticketing for 90% of Croatia's public transport
- 2026 events: InnoTrans, EENA 112, ACCEPT, Smart City Expo
- International expansion started in 2025–2026

WHAT I DO WITH IT

- **Research** accounts and buyers with Sales Navigator, Claude and the CRM
- **Open doors** through campaigns, events and my network
- **Develop** meetings into opportunities and business cases
- **Close:** procurement, legal, contract

16 years

in B2B sales: tech, executive learning, banking

~100 events

worked in 12 years, from the USA to Italy to the UAE

22,000+

LinkedIn connections, used daily as a sales tool

Two campaigns, and the next one

01 Client alumni · start

02 Events · every event

03 Signal-led outbound · next

CAMPAIGN 1 · CLIENT ALUMNI

Alumni of Abysalto and KING ICT customers

Decision-makers who worked for an Abysalto or KING ICT customer and now work at organisations that could buy. Every message refers to that customer.

494 decision-makers mapped

CAMPAIGN 2 · EVENTS

Pre-booked meetings at events

Speakers, exhibitors and ICP attendees invited to 15 minutes at the stand or to an Abysalto session. Example: Smart City Expo, Barcelona.

Repeatable for every event

NEXT · SIGNAL-LED OUTBOUND

Accounts with a trigger event

Chosen because something changed: the eIDAS 2.0 wallet in ticketing, CAP and IPARD for paying agencies, a new IT or HR leader.

Regulation, reforms, leadership changes

CAMPAIGN 1

Client alumni

People who worked for an Abysalto or KING ICT customer, now at organisations that could buy.

IN THIS SECTION

- 1 How the list was built
- 2 The first email
- 3 LinkedIn, InMail and email cadence

494 decision-makers who worked for an Abysalto or KING ICT customer

76

client relationships mapped
Abysalto, KING ICT, Omega Software, Aktivis

~40

customers as Past company
and excluded as Current, so internal promotions drop out

4,500+

alumni at organisations with 200+ staff

1,000

senior IT, operations, engineering
outside Croatia

494

Director, VP and C-level
IT vendors and integrators excluded



Past-company filter: the customer list

Recent updates

Changed jobs (26)



Posted on LinkedIn (39)



Timing signals in the final list

~65 to contact first: 26 changed jobs and 39 posted on LinkedIn recently.

LinkedIn Sales Navigator, 16 October 2026 · customer list from public sources

Email format: first contact

Outlook

↩ Reply↩ Reply all↩ ForwardSend

MP

FROM

Mile Prodanov, Abysalto

TO

SUBJECT

[First name], Senior IT Business Partner (ERP, CEE), Schneider Electric
Studenac, Schneider Electric and a small world

Hi [First name],

1

Small world: you started at Studenac, and KING ICT, our group's integrator, recently worked with Studenac on its new logistics centre. Congratulations on the new role at Schneider Electric, too.

2

The real reason I'm writing: I suspect the ERP core is only half the job. The other half is the applications and integrations around it, in many countries at once.

3

That's where our group works. KING ICT delivered SAP S/4HANA across Zagrebački holding's 14 companies; Abysalto builds the applications, integrations and AI around cores like that.

4

You probably work with a global integrator. We're a regional team that knows CEE and moves fast.

5

Open to 15 minutes in the next couple of weeks to compare notes?

Best regards, Mile

6

P.S. KING ICT has also worked with Schneider Electric before, on a joint mobile data centre.

- 1

A small-world hook
Their past employer is our customer
- 2

A hypothesis
The pain as I suspect it, in their world
- 3

What we do
One concrete reference
- 4

Why not the usual
Answer the objection before it's raised
- 5

A small ask
15 minutes, no pressure
- 6

A personal P.S.
The line that gets read first

Example lead from the 494 list. Research: LinkedIn Sales Navigator, Claude and the CRM. Facts are public. I review and personalise every message before it goes out.

LinkedIn first, then InMail and email, over one month

WEEKS 1–3

~500 connection requests, spread to stay within LinkedIn limits

ON ACCEPT

~175 at my 35% rate get a personal message

NO ACCEPT

InMail, directors and job changers first

DAYS 1–28

4 short emails from the CRM, with opt-out

ANY REPLY

15-minute intro, then full discovery

 CONNECTION REQUEST



Mile Prodanov

Hi [First name], small world: you started at Studenac, which KING ICT, our group's integrator, recently worked with. Now SAP across CEE at Schneider Electric. Glad to connect. Mile

 AFTER ACCEPTANCE



Mile Prodanov

Thanks for connecting :) Since KING ICT worked with Studenac, and with Schneider Electric on a mobile data centre, this may be relevant: our group delivered S/4HANA for Zagrebački holding's 14 companies. Would a 15-minute chat be useful? Mile

 INMAIL · STUDENAC, SCHNEIDER ELECTRIC AND A SMALL WORLD



Mile Prodanov

Your former employer Studenac is a KING ICT customer, small world. Our group also delivered S/4HANA for Zagrebački holding's 14 companies. Would 15 minutes to compare notes on ERP across CEE be useful? Mile

I customise every message myself before sending. Never on autopilot.

CAMPAIGN 2

Events

Pre-booked meetings at every event Abysalto attends.

A process I have run for 12 years: nearly 100 events in the USA, UK, France, Spain, Portugal, Italy, the Balkans, Saudi Arabia, UAE, Oman... with a steady flow of booked meetings for me and my teams.

IN THIS SECTION

- 1 Example: Smart City Expo, Barcelona
- 2 Cadence before, during and after
- 3 The invitation email

Smart City Expo World Congress, Barcelona, 3–5 November

SPEAKER SLOT

Alen Adanić with the Barcelona Metropolitan Area (AMB), Tue 3 Nov, 12:15, Move Better stage

STAND

Hall 3, Street B, Stand 35, with Abysalto Motion

WHO I INVITE

Speakers, exhibitors and attendees from this year and last, plus transit and city ICP accounts

CADENCE: BEFORE, DURING AND AFTER

T-21

LinkedIn connect

T-14

Email 1, LinkedIn or InMail

T-7

Email 2: Motion in one line

T-5

WhatsApp, engaged only

T-1

Email 3: last slots

EVENT DAY

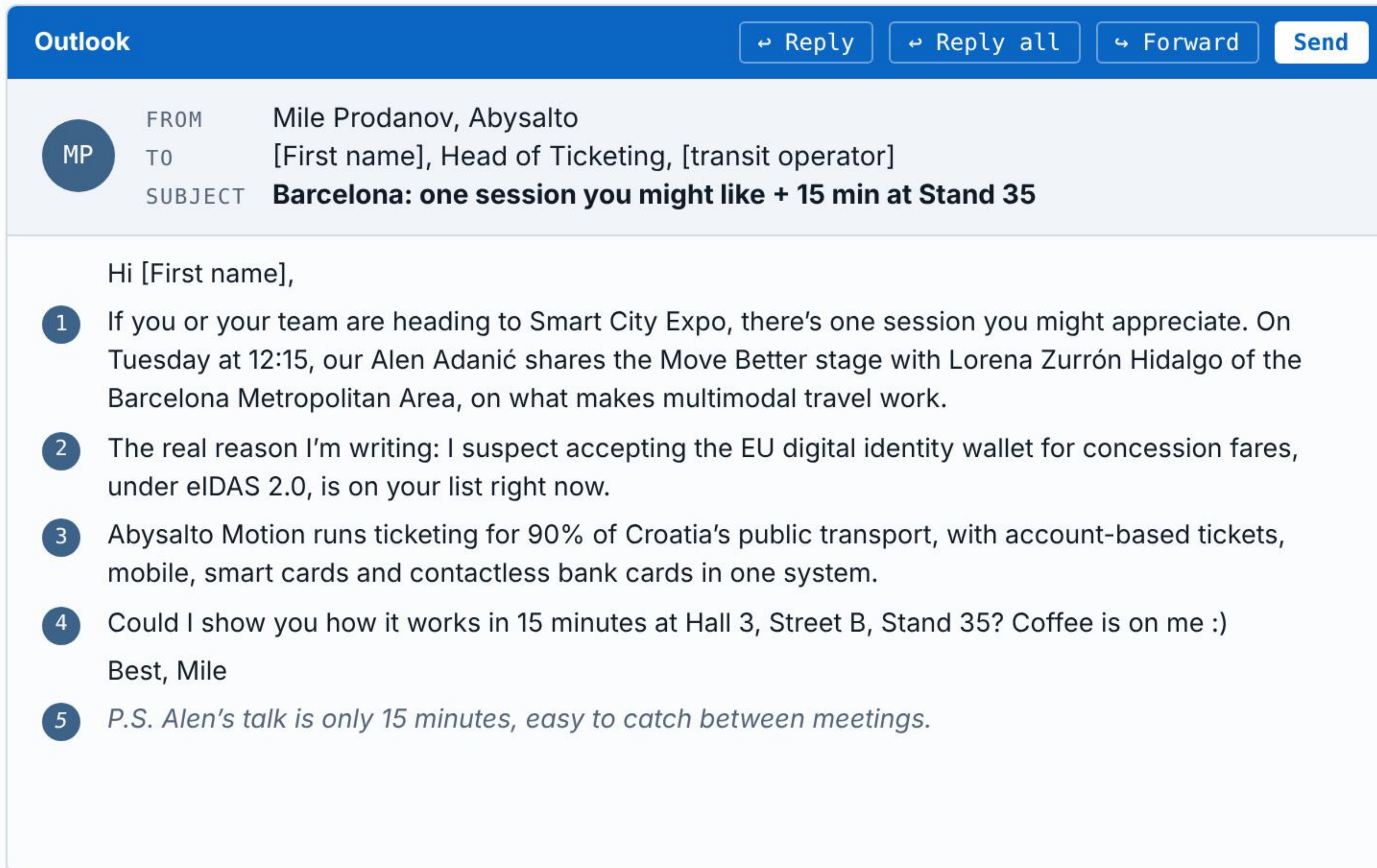
Morning reminder, 15 min at the stand

T+2

Follow-up: full meeting

Any “yes” gets a calendar invite straight away, with a named Abysalto expert at the stand. Contact data comes from Abysalto’s data provider, with opt-out.

Email format: event invitation

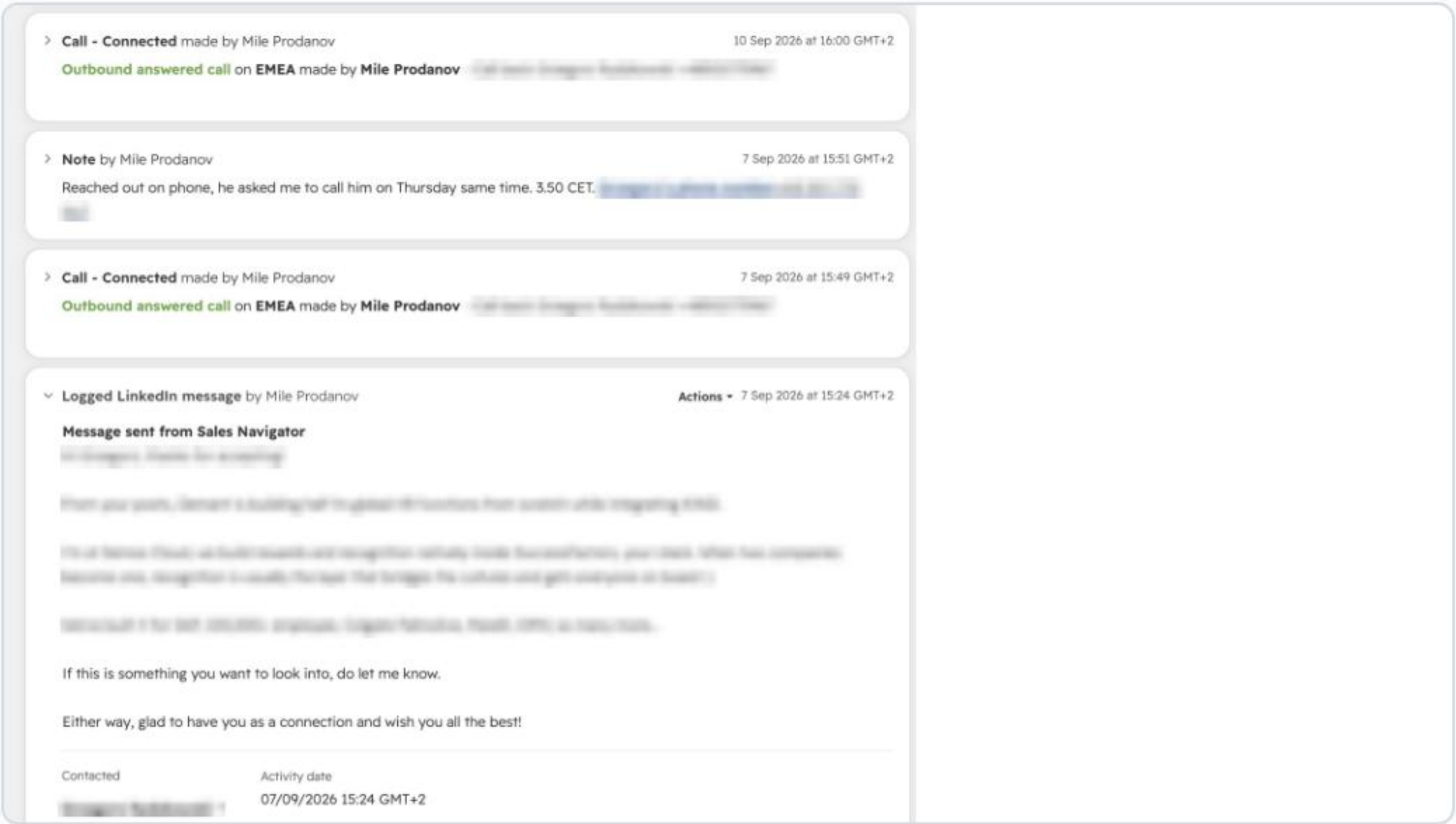


- 1 A reason to go**
A named session with a partner they know
- 2 A hypothesis**
A relevant regulatory deadline
- 3 Proof in one line**
What Motion does today
- 4 A small ask**
15 minutes, a stand number, coffee
- 5 A personal P.S.**
A short, personal note

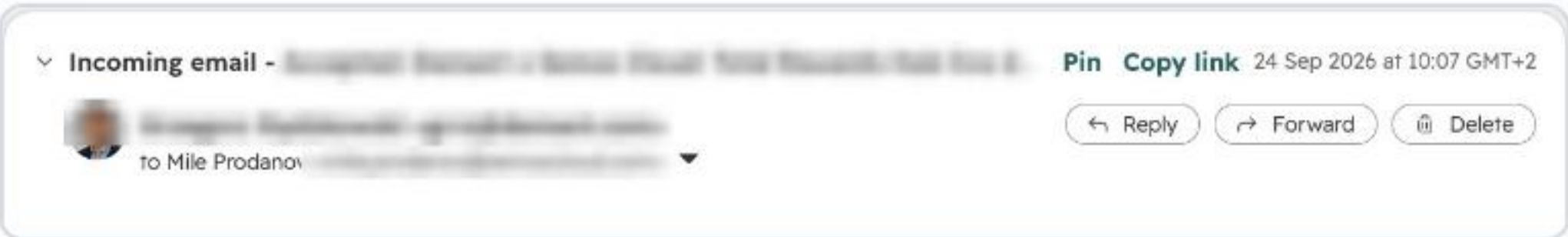
The same format I use for event outreach today. Researched with AI and the CRM; every message reviewed and sent by me.

Tools and workflow

IDENTIFY LinkedIn Sales Navigator Accounts, buyers, signals, shared connections	PREPARE Claude + CRM Account briefs, hypotheses and drafts, using CRM data	ENGAGE Email · LinkedIn · Phone Sequences, personal messages and call blocks	TRACK Abysalto's CRM One timeline, tasks, stages and reporting
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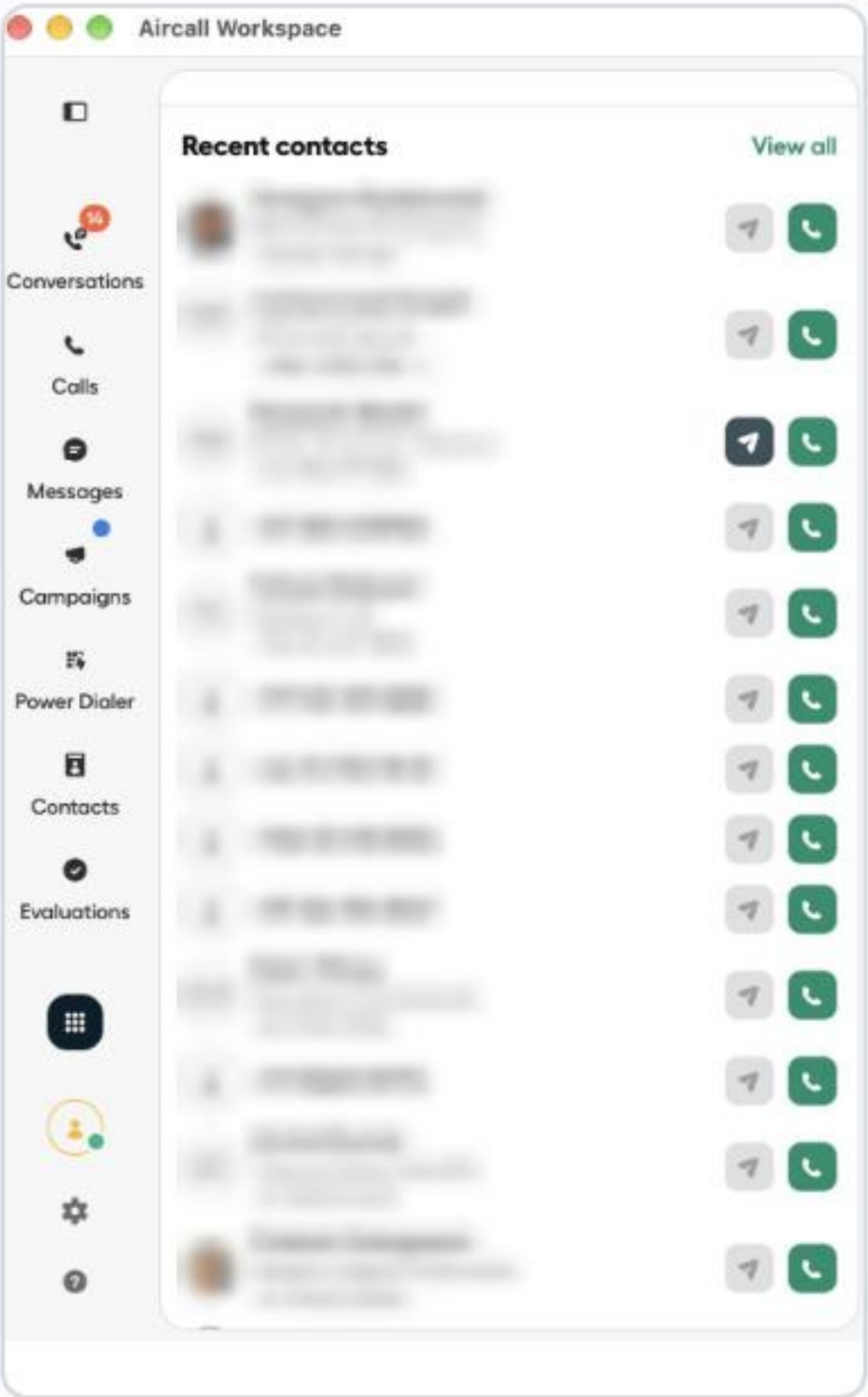


From my current work, details blurred: one contact, read bottom to top. LinkedIn message → connected call → note with the agreed call-back → second call.



Two weeks later: meeting accepted.

Claude researches and drafts using CRM data. I review, decide and send. LinkedIn messages and comments are written by me.



Calls logged to the CRM automatically.

First 90 days

DAYS 1–30

Learn

- Products, references and how the team splits territory
- Target markets and accounts agreed with the Head of Sales
- CRM and LinkedIn Sales Navigator set up

First meetings booked

DAYS 31–60

Prove

- Client-alumni campaign live in the first markets
- First event campaign prepared
- Weekly review of what converts

First qualified opportunities in the CRM

DAYS 61–90

Develop

- Discovery, business cases and proposals
- First tenders and procurement steps
- Playbook v1: ICP, messages, cadence

Opportunities moving toward close

Close →

Implement →

Adopt →

Expand →

Refer

Full-cycle Senior Account Executive: experience

16 years in B2B sales

Tech, high-ticket executive learning, banking and marketing services

Full cycle

First touch to signed contract, through procurement, legal and InfoSec

Enterprise clients

France, Spain, Italy, UK, USA, KSA, UAE, Oman, Latin America, South Africa

~100 events

USA, UK, France, Spain, Portugal, Italy, the Balkans, the Gulf...

NEXT STEP

A conversation with the team

To learn how Abysalto operates and what I could not find online, and for you to learn more about me.

WHAT I WOULD ASK

How Abysalto sells today

Market priorities

Products going international

How the team is organised

How deals are won