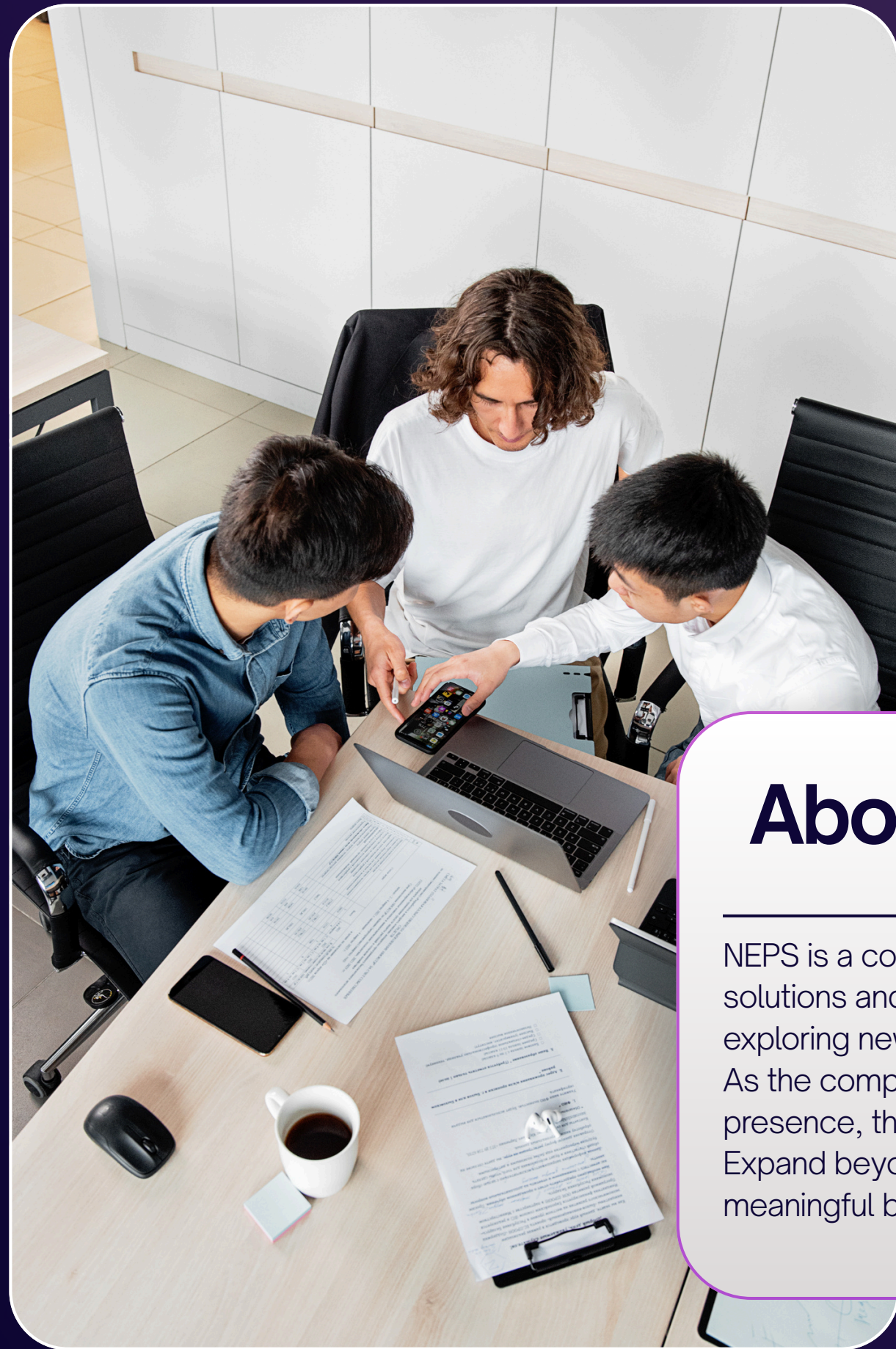


**YELLOW HIVE X NEPS**

# **Expanding Beyond Borders with a Structured Sales Process**

June, 2026



# Expanding Beyond Borders with a Structured Sales Process

Helping NEPS scale beyond its domestic market and build a predictable international sales pipeline.

## About NEPS

NEPS is a company focused on delivering professional solutions and services to its clients while continuously exploring new opportunities for growth and expansion. As the company looked to accelerate its international presence, the goal was clear: Expand beyond the home market and establish meaningful business opportunities.

## The Challenge

NEPS had strong expertise and a proven service offering, but needed a structured approach to: Reach decision-makers in new markets, Build awareness outside its domestic market, Generate qualified sales opportunities, Create a predictable pipeline for growth, Scale internationally without relying solely on referrals

# Our Approach

Yellow Hive designed and executed a complete outbound sales strategy tailored to NEPS's growth objectives.

Our process included:

Market research, ICP development, Lead generation, Prospect sourcing, LinkedIn outreach, Personalized email campaigns  
Strategic cold calling, Lead qualification, Meeting booking  
Follow-up management



# Building the Foundation

Before outreach began, we focused on creating a scalable sales infrastructure.

This included:

- Defining target industries
- Identifying ideal decision-makers
- Building highly targeted prospect databases
- Refining value propositions
- Creating personalized messaging sequences



The objective was to ensure every conversation started with relevance and purpose.

# Sales Execution

Once the foundation was established, Yellow Hive managed the complete outbound process.

Activities included:

- Multi-channel outreach
- Consistent prospect engagement
- Personalized communication
- Follow-up sequences
- Qualification of opportunities
- Meeting coordination
- Pipeline management

Every stage was optimized to maximize response rates and meeting conversions.



# Results in 90 Days

Within just three months, NEPS successfully expanded beyond its domestic market and established connections with qualified decision-makers.

Key outcomes:

- Increased international market exposure
- Qualified business conversations
- New client opportunities
- Stronger brand visibility
- Predictable outbound sales activity
- Foundation for long-term global growth



# How Yellow Hive Helped

Yellow Hive acted as an extension of the NEPS team, managing outbound sales activities from strategy through execution.

By combining data-driven targeting, personalized outreach, and SDR-led execution, we helped NEPS create opportunities that supported international expansion and business development.

# The Yellow Hive Difference

At Yellow Hive, we help companies expand into new markets through:

- Lead Generation
- SDR Services
- LinkedIn Outreach
- Email Campaigns
- Cold Calling
- Meeting Booking
- Sales Development Strategy
- Pipeline Building

Our goal is simple:

Create predictable growth through structured outbound sales.

# Looking Forward

The partnership with NEPS demonstrates how a structured outbound strategy can help businesses move beyond local markets and create opportunities on a global scale.

Through consistent execution and targeted outreach, companies can build a scalable pipeline that supports sustainable long-term growth.

# Ready to Scale?

Yellow Hive helps companies enter new markets, generate qualified opportunities, and build predictable revenue pipelines.