

Commercial growth. Closer to your customers.

Yess-ai helps manufacturers and suppliers develop sales across sport, fitness, performance technology and rehabilitation.

We connect equipment, software and professional solutions with relevant buyers, build commercial relationships and progress opportunities towards purchasing decisions.

Markets for collaboration

France · Denmark · Germany · Switzerland

The right customers for your products

A territory can offer several routes to growth. Together, we select the customer segments that fit your products, commercial priorities and existing organisation.

Private operators and professional businesses

Potential customers include sports clubs, fitness operators, training studios, performance centres and independent rehabilitation practices. Depending on the product, opportunities may also involve hotels and wellness facilities developing their fitness, recovery or movement offering.

The commercial conversation starts with what matters to the operator: improving their service, equipping a facility, supporting staff or introducing a new offer for their customers.

Institutional and public-sector buyers

Relevant opportunities may include hospitals and rehabilitation organisations, care providers, schools and universities, sports federations, municipalities and public sports facilities.

These environments can involve several stakeholders, defined budgets and formal purchasing processes. We work with your team to identify relevant opportunities, understand how decisions are made and develop the commercial relationships needed to move them forward.

These are examples of potential customer environments. The selected segment depends on the product, its intended use and the requirements of the market.

From market opportunity to customer growth

You may want to enter a territory, introduce a product range to new buyers or develop selected accounts alongside an existing sales team, distributor or representative.

We lead the commercial work in the agreed territory: approach decision-makers, understand their requirements, present your offer and progress proposals and negotiations towards a purchase. We keep you informed of customer feedback, active opportunities and the decisions needed to move them forward.

Depending on the agreed scope, we also develop accounts beyond the first sale. Further opportunities may include additional equipment, software licences, other teams or locations, or complementary products as customer needs evolve.

Working with your organisation

We organise each collaboration around the territory, product and customer priorities, agreeing the commercial responsibilities and resources needed. Yess-ai remains accountable for the agreed commercial work and the continuity of customer relationships.

Demonstrations and customer training follow training from your team, with equipment and arrangements agreed together. Within the agreed scope, we remain the customer's commercial contact after the sale and coordinate technical questions with your team.

Your organisation retains responsibility for product pricing and margins, order fulfilment, delivery, product updates, repairs and technical after-sales support. Yess-ai does not buy or hold stock.

Our aim is a long-term commercial partnership: growing customer accounts and developing the market together over time. We agree the territory, priorities, responsibilities and commercial terms, adapting the scope as the collaboration develops.

Market understanding. Commercial focus.

Our approach draws on commercial experience across Switzerland, France and Germany, with an understanding of the needs of professional clubs and organisations in fitness, performance and rehabilitation. Since 2026, we have also been developing our commercial activity from Denmark.

We connect product value to customer priorities, guide purchasing discussions and develop accounts over time.

Let's discuss your next growth opportunity

Tell us about your products, the customers you want to reach and the market you would like to develop.

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Yess-ai LLC · Limited liability company

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