

Swiss growth at 0.9%: Masters Sales wants to put sales execution back center stage

With Swiss growth expected to reach only 0.9% in 2026, export-oriented SMEs are looking for new orders: in the MEM industry, 60% of surveyed companies cite their order situation as their main concern. From Wetzikon, Masters Sales is launching a Sales Execution Club designed to help B2B companies strengthen their commercial rhythm, open new doors and move their pipeline forward.

Wetzikon (ZH), Switzerland — August 25, 2026 — The environment remains difficult for part of the Swiss economy. SECO forecasts GDP growth of just 0.9% in 2026, well below the historical average. In the Swiss technology industry, SME sales fell by 1.8% in the first quarter; exports of machinery and mechanical equipment declined by 3.9%, while measuring, control and precision instruments fell by 4.4%.

For companies that already have technology, a product or real know-how, the issue is finding more customers, markets or applications. The answer is concrete: we have to go to the market.

No tool goes to the market for us

CRMs, databases, automation, training and artificial intelligence can help sales teams research, prepare and organize their work.

But they do not execute the sale for us.

Salesforce's State of Sales 2026, based on 4,050 sales professionals across 22 countries, reports that the average seller spends only 40% of their time selling, while nearly one in two say they do not have enough capacity for sufficient outbound prospecting.

Masters Sales calls the gap between the level of sales execution an organization wants to maintain and what it can actually maintain amid everyday constraints the "execution gap."

"When business slows down, we can rework a presentation, change CRM, take a training course or prepare a new strategy. All of that can be useful. But at some point, we have to go to the market and talk to it."

— Mathieu Bloch, Founder of Masters Sales

The Club provides a supportive, dynamic and motivating sales execution environment to strengthen and maintain that rhythm: regularly going to customers, opening new doors, creating opportunities and moving business forward.

Build the pipeline. Move it forward. Close.

During Power Hours, held three times a week, members work on their own prospects and their own market, at the same time as the other participants: calls, follow-ups, reactivations and next actions.

Deal Pods are used to work on existing opportunities, identify blockers and decide the best next action. Monthly Method Rooms give members a place to practise, as a group, the methods useful at each stage of the sales cycle.

The facilitator executes too.

"If I ask Club members to pick up the phone and call their prospects, I have to show them how I do it in front of them. We execute together, we take the rejections together and, above all, we celebrate the wins together. Yes, sales can be hard. But

together, we have a hell of a good time!"

More than €16.1 million in pipeline tracked

As of August 24, 2026, 345 sales opportunities were tracked in RMK6 across Masters Sales activities, representing more than €16.1 million in gross pipeline value and €880,000 in probability-weighted pipeline value based on commercial stage. The figures come from an internally controlled RMK6 snapshot; an anonymized evidence ledger is available to journalists for verification on request.

Masters Sales already operates internationally and has worked with professionals and companies in several countries, including across Europe, Asia, the Middle East and the United States.

Use technology to give more time to humans

Masters Sales itself uses technology and artificial intelligence for research, preparation, analysis and automation.

The goal is not to replace the commercial relationship, but to give it more time.

"We want to use technology to free up time to create real human relationships. Because that is what sales is: making sure clients travel part of the way in excellent company."

The sessions deal with real prospects, clients and opportunities. They are therefore confidential: what happens in the Club stays in the Club.

Journalists can request to observe a Power Hour, but the rule is the same for everyone: to enter the Club, you have to accept the Club Charter and its confidentiality rules.

About Masters Sales™

Masters Sales™ is a Sales Execution Club founded in Wetzikon, Switzerland, by Mathieu Bloch, MSc., an engineer and B2B sales professional with more than 25 years of international experience.

The Club combines Power Hours, Deal Pods, Method Rooms, sales methods and commercial activation tools to help B2B professionals maintain their execution rhythm and move their pipeline forward.

Press / interviews

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Press kit, sources, verified figures, photos and logos:

<https://masterssales.com/press>