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How to start with intelligent prospecting

1

Pick one specific segment

Don't try to fix everything at once. Choose your most promising ICP segment (e.g., "Series A SaaS companies in DACH hiring their first sales team").

2

Define 2-3 key buying signals

Identify the clearest indicators of buying intent for this segment:

- Funding announcements (they have budget)
- Job postings for specific roles (they have initiative)
- Technology stack changes (they're modernizing)

3

Connect your data sources

Integrate the tools you already use

- CRM (Salesforce, HubSpot) holds your core data
- LinkedIn Sales Navigator or similar for company intel
- Signal tracking tool (Crunchbase, BuiltWith, G2) for triggers

4

Set simple follow-up rules

Create clear if-then workflows:

IF funding announced ⟶ THEN personalized outreach within 48h
IF job posting detected ⟶ THEN reference their growth in message
IF no response after 2 touches ⟶ THEN pause for 30 days

5

Build daily routine

Make signal review part of your morning:

- 15 minutes: Check overnight signals
- 30 minutes: Prioritize top 5 accounts
- Rest of morning: Execute structured outreach