From Signals to Pipeline

The 6-step process we use to turn market intelligence into qualified meetings.

Most B2B companies build their outbound the same way. Buy a list. Write a sequence. Hit send. Hope someone replies. It works... sometimes. But most of the time, you're reaching people who have no reason to talk to you right now. And while you're emailing strangers, your competitors are already in conversations with the buyers who are actually ready.

What if you could change that?

A recent study showed that B2B buyers complete **70% of their research** before ever talking to a sales rep.[1] And **80% of the time**, the vendor they find first wins the deal.[2]

Timing isn't just important. It's everything.

What if every company on your outbound list had a real reason to take your call? Not because you wrote a clever subject line. Because you already knew what they were researching, what changes they were making internally, and when they started looking for a solution like yours.

We do this every day. And we're about to show you how.

Over the next few pages, we'll walk you through the exact 6-step process we use to turn market signals into qualified meetings, with real examples of how each step works.

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Analyze, refine, and compound what works into repeatable playbooks

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1 6sense, Buyer Experience Report 2025   2 Demand Gen Report, B2B First Contact Study

DID YOU KNOW...

68%	**3-5%**	**38%**	**2×**
HIGHER WIN RATES WITH A DEFINED ICP	AVERAGE B2B COLD EMAIL REPLY RATE	MORE DEALS CLOSED BY TEAMS THAT ARE ALIGNED	MORE LIKELY TO MISS TARGETS WHEN MISALIGNED

STEP 01

Discovery & Foundation

Set the foundation before you build anything.

Most companies skip this step. They grab a list that everyone else is using, write some emails, and start sending. Then they wonder why nothing converts. We build a custom revenue engine calibrated to your ICP, your value proposition, and your selling style. Every piece of our system is configured around how you win deals. That starts here.

✓ **Re-Validate Your ICP**

You probably have a sense of who your best customers are. But companies with a well-defined ICP achieve **68% higher win rates.**[3] And your ICP drifts. Economic shifts, new competitors, changing buyer behavior. The profile you built a year ago might be targeting the wrong people today.[4] We run deep market research to pressure-test your assumptions. The companies you *think* are your best fit and the ones that *actually* close fastest are often different.

✓ **Know Your Baseline**

What does success look like today? How many meetings are you booking per month? What's the show rate? If you're doing cold email, what's your positive reply rate? Are you relying on referrals and word of mouth? For context, the average cold email reply rate sits around **3-5%.** Top performers hit **10-15%.**[5] If you don't know your numbers, that's useful information. It tells us where to start measuring.

✓ **Set Your Targets**

Once you know your baseline and what your metrics look like today, the next question is simple. Where do you want to be? And what does that mean for your total ARR? We work backwards from the number that matters to you, and build every step around hitting it.

✓ **Align Your Stakeholders**

Misaligned teams are **2x more likely** to miss revenue targets. Aligned teams close **38% more deals.**[6] We interview your sellers, marketers, and leadership. Not to audit them. To make them feel heard. Everyone sees the product differently. Everyone knows something the others don't.[7] These conversations uncover hidden gems, what's working, where the obstacles are, and what language actually resonates with buyers.

STEP 02

Value-First Outreach Strategy

Choose how you enter the conversation.

Here's where most outbound falls apart. You build a list, write a pitch, and start asking strangers for meetings. But the prospect doesn't know you. Doesn't trust you. And they're getting dozens of emails just like yours every week. The companies that win aren't the ones with the best pitch. They're the ones who figured out how to start a relationship before they ever ask for anything.

And it works. Research found that **95% of decision-makers** say strong thought leadership makes them more receptive to outreach.[8] This step is about choosing your approach.

Here are the strategies we've seen create the most traction:

① The Research Interview

Invite prospects to contribute to a published research project in their industry. They're the expert. You're the curious researcher. There's no pitch, no ask, no risk. Just a 15-minute conversation about something they already have opinions on. By the time a business conversation happens naturally, you've already built trust. And the prospect sees you as a peer, not a vendor. The published research also becomes a reusable asset that opens doors with future prospects in the same space.

② The Podcast or Media Feature

Same positioning flip, different format. Invite prospects to be featured on a podcast, video series, or industry spotlight. This works especially well with founders and executives who value visibility. You're offering them a platform, not a sales call. The relationship that forms during the recording becomes the foundation for everything that follows. And the content you create together gives both of you a reason to stay connected long after the episode airs.

③ The High-Value Lead Magnet

Give prospects something genuinely useful before asking for anything. A signal report on their market. A competitive analysis. An industry benchmark they can't get anywhere else. When the value lands first, the conversation shifts. You're no longer someone who wants something from them. You're someone who already gave them something worth having. The best lead magnets solve step one of a problem the prospect didn't fully realize they had.

4 **The Masterclass or Workshop**

Host an educational session on a topic your prospects are already trying to figure out. Not a product demo disguised as a webinar. A real workshop where attendees walk away with something they can use that same week. This positions you as the teacher, not the seller. And when attendees need help implementing what they learned, you're the first call they make.

5 **The Direct Approach**

When your offer is strong and your timing signals are sharp, go direct. Short. Clear. Backed by intent data. "We noticed you've been researching X. Here's what we built for companies doing exactly that." This works when you have a genuinely compelling offer and the prospect is already in a buying window. No fluff needed.

FINDING YOUR APPROACH

The right strategy depends on your strengths, your comfort level, your solution, and your audience. Use this as a starting point.

Research Interview
Deep domain expertise
Long sales cycles

Podcast / Media
Comfortable on camera
Executive targets

YOUR LEAD STRATEGY

Lead Magnet
Unique data or insights
Scalable reach

Direct Approach
Strong offer
Clear buying signals

Masterclass
Teaching ability
Complex solutions

💡 PRO TIP

You don't have to pick just one. The strongest campaigns layer multiple approaches. A research interview opens the door. A lead magnet nurtures the relationship. A direct message closes it. The key is being intentional about which approach leads, and letting the rest support it.

STEP 03

Intelligence & Lead Architecture

Build lists that tell you who's ready to buy.

You've chosen how to start the conversation. Now the question is: who should you be having it with? What if every company on your list was already researching what you sell?

Most outbound teams build their lists by filtering on industry and company size. That's a starting point, but it misses the most important dimension: timing. Only about **5% of your total addressable market** is actively buying at any given time.[9] If your list doesn't account for who's in-market right now, you're spending 95% of your effort on people who aren't ready.

Map Your Buying Signals ◉

What signals predict a deal for your business? Platforms like Bombora track content consumption across thousands of B2B websites. When a company's team starts reading significantly more about a specific topic, it creates a surge signal. That company is actively researching. They have a need. And you know about it before they ever talk to a competitor.[10]

By combining intent signals with business event triggers, you can strategically map them to your value-first approach from Step 2, so every outreach is timed to land when it matters most.

Here's an idea of what that could look like for a healthcare-focused industry:

APPROACH	INTENT SIGNALS	BUSINESS EVENTS
Research Interview	"Healthcare AI adoption" "Value-based care models"	New CMO or VP Ops hired Health system merger announced
Podcast / Media	"Digital health innovation" "Population health strategy"	Executive promoted to C-suite Speaking at HIMSS or HLTH
Lead Magnet	"Revenue cycle management" "EHR vendor comparison"	Funding round closed New facility or service line opening
Masterclass	"HIPAA compliance tools" "Clinical staff retention"	CMS regulation deadline Compliance audit findings
Direct Approach	"[Your category] vs. competitors" "Vendor evaluation criteria"	RFP published Job posting for role your solution replaces

These are examples. Your signal map gets built around the specific topics and events that predict deals in your industry.

Score and Prioritize

Not all signals carry the same weight. A company researching your exact category AND going through a leadership change is warmer than one that just matches your firmographic filters. The most effective teams build composite scores that rank their entire pipeline by likelihood to convert, so reps focus on the top of the stack. Companies acting on intent data see close rates **4x higher** than those relying on firmographics alone.[11] This means your team spends its energy on conversations that are already warm, instead of cold-calling through a list hoping to find someone interested.

Architect Dynamic Lists

These aren't CSV files that sit in a folder. Consider building lists that update as signals change. New companies enter when they start showing intent. Stale contacts drop off. B2B data decays at **2-3% per month**,[12] so static lists are outdated the moment you download them. The best lists are living assets that get smarter with every refresh, surfacing the companies you should be talking to now.

Enrich to Contact Level

Knowing the right company is only half the equation. You need the right person. Identify the decision-makers and influencers within each target account, verify their contact data, and build personalization hooks from their recent activity, job changes, and public content. When the first email lands, it should read like you already know them. The strongest campaigns don't just find the right company. They reach 3-4 people within that account, across different levels and functions.

THE SIGNAL FUNNEL

01 Firmographic Fit — Industry · Company Size · Geography · Revenue

02 Technographic Signals — Tech Stack · Tools Adopted · Platforms Used

03 Event Triggers — Funding · Hires · Leadership Changes · Expansion

04 Intent Signals — Actively Researching Your Solution

Each layer narrows your universe from hundreds of thousands to the companies showing real buying behavior right now.

Campaign Execution

Deploy with the right infrastructure and the right message.

You can have the best list in the world and still get zero replies if your infrastructure is broken or your messaging sounds like everyone else's. Most companies underinvest in both. They send campaigns from their primary domain, use the same templates their competitors are using, and wonder why open rates are dropping. Execution is where the signal intelligence you've built actually pays off.

26%	**3-5**	**30%+**
HIGHER OPEN RATES WITH PERSONALIZED SUBJECT LINES[13]	TOUCHPOINTS NEEDED BEFORE A PROSPECT RESPONDS[14]	DELIVERABILITY DROP FROM UNWARMED DOMAINS[15]

Dedicated Sending Infrastructure ✓

Your primary domain is too valuable to risk on cold outreach. The right setup includes dedicated sending domains with proper authentication (SPF, DKIM, DMARC), warmed gradually over weeks, with reputation scores monitored continuously. This protects your brand while maximizing deliverability. Skip this step and even the best messaging ends up in spam.

Signal-Driven Personalization —|—

This is where the groundwork from Steps 1 through 3 pays off. You've defined your ICP, chosen your value-first approach, and mapped your buying signals. Now every email is built on that foundation. If a company is showing intent around your category and just went through a leadership change, the message references both. If they match your ICP and recently raised funding, the outreach speaks to their growth trajectory. This isn't "Hi {FirstName}, I noticed your company does {Industry}." It reads like a human wrote it because the intelligence behind it is real.

AI SDR: Autonomous Outreach and Replies ⚡   YOUR SECRET WEAPON

One email isn't a campaign. Look for an AI SDR that manages the entire conversation lifecycle. It sends multi-touch sequences where each follow-up adds new value, not just "bumping this to the top of your inbox." When a reply comes in, it responds within minutes, not hours. It handles objections, answers questions, and books meetings directly into your calendar without human intervention. The best ones run 24/7. While your team sleeps, the AI is qualifying prospects and scheduling calls for the morning. A single AI SDR can manage hundreds of simultaneous conversations with the same quality your best rep brings to one.

Qualification & Preparation

Make every meeting count before it starts.

Your campaigns are running and replies are coming in. Now the question shifts from "how do I get a response" to "how do I make this conversation count."

Getting a reply isn't the finish line. Most teams treat it like one. Someone responds positively, the meeting gets booked, and the sales rep shows up cold. Sales reps who do thorough pre-call research **close 50% more first meetings.**[16] This step makes sure your team is the most prepared person in every conversation.

Signal-Based Lead Scoring ◎

Every reply gets scored based on the signals that brought them in. A prospect showing 4 intent signals who replied on the first touch is different from someone who responded after 5 follow-ups with no intent data. The scoring tells your team exactly who to prioritize and why, so the hottest leads never sit in a queue.

AI Research Briefs ▤

Before every meeting, compile a research brief on the prospect. Their company's recent moves, the signals that triggered outreach, competitive landscape, and relevant talking points. The rep walks in with context that would take an hour to gather manually, delivered in 60 seconds. That's the kind of preparation that turns a first call into a second one.

Warm Handoff to Your Calendar 📅

The prospect books directly into your team's calendar. Confirmation emails go out automatically. Reminders reduce no-shows. By the time the call happens, the prospect has been nurtured from signal to meeting without a single manual step dropping the ball.

💡 THE PREPARATION EDGE

Most sales conversations fail before they start. The rep doesn't know the prospect's industry challenges, hasn't seen the signals that triggered the outreach, and opens with a generic pitch. When your team shows up already understanding the prospect's situation, the conversation starts at a completely different level.

STEP 06

Continuous Optimization

Turn every campaign into a smarter one.

Meetings are booked. Conversations are happening. Now the question becomes: how do you make the next round even better than this one?

Every campaign generates data. Most teams ignore it. They run the same playbook month after month and hope the numbers hold. The companies that grow fastest treat every campaign as an experiment. They measure what worked, cut what didn't, and compound their learnings into the next round.[17]

Full-Funnel Analytics

Open rates, reply rates, positive reply rates, meeting rates, show rates, close rates. Track the full funnel so you know exactly where prospects drop off and where to focus. The teams that measure everything improve everything. The ones that only check open rates are flying blind.
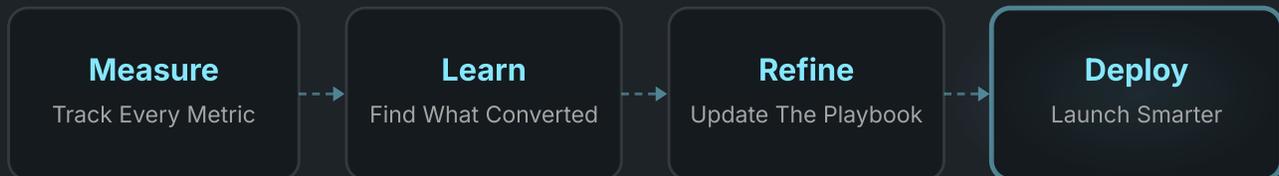
Signal Refinement

Which intent signals actually predicted closed deals? Which event triggers led to meetings that converted? Over time, the signal model gets sharper as you feed outcomes back into the targeting. What started as educated guesses becomes a precision instrument calibrated to your specific market.

Compounding Playbooks

The messaging that outperformed becomes the new baseline. The signal combinations that converted get higher weighting. The approaches that fell flat get replaced. Each month, the system gets sharper. That's how you turn a campaign into a revenue engine.

THE COMPOUNDING EFFECT

Measure	**Learn**	**Refine**	**Deploy**
Track Every Metric	Find What Converted	Update The Playbook	Launch Smarter

Every cycle compounds. Month 3 outperforms month 1 because
the system learned from months 1 and 2.

THE COMPLETE PROCESS

01 Discovery & Foundation	**02** Value-First Outreach	**03** Intelligence & Leads
04 Campaign Execution	**05** Qualification & Prep	**06** Continuous Optimization

Want to Learn More?

You've seen the signals in your market. You've seen the process behind how we find them. What you haven't seen yet is what this looks like fully built out for your team. Custom targeting, automated outreach, and a pipeline that runs without you having to touch it. If you'd like to see how it all comes together, we'd love to walk you through it.

WHAT HAPPENS WHEN YOU REACH OUT

1 **A 30-minute strategy call** to understand your business, your current pipeline, and where the biggest opportunities are.

2 **A custom signal report** showing the intent signals, event triggers, and companies actively buying in your market right now.

3 **A clear recommendation** on which approach will generate the most qualified pipeline for your business, and a roadmap to get there.

No commitment. 30 minutes.
We'll walk through what stood out.

Book a Call

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