Proof

Practical Assessment - GTM Engineer

Instructions

You have received this exercise as part of the interview process for the GTM Engineer role at Proof. Please complete the items below and be ready to present your findings, thought process, and recommendations. We are not expecting polished production-ready deliverables, but we are looking to see how you think, structure, and execute. The output of this exercise should be a slide deck to share your recommendations and workflows.

Please limit your time to 2 hours for this exercise.

Presentation

Once you've completed the assessment, please reach out to Dana Dimodica to schedule a 30 minute discussion to walk through/present your work to Matt, Clayton, and Phil. During this call, you will walk through each practical assessment item listed below and present your thought process/ recommendations, and answer any questions that might arise.

In an effort to maximize the scheduled time, please also plan on sharing your materials ahead of the scheduled time so the team has a chance to review/come prepared with relevant context.

Evaluation Criteria

Our evaluation criteria (+ any applicable questions) during your presentation will focus around the following themes and subsequent qualitative/quantitative objectives:

- **Workflow Design & Systems Thinking:** Ability to design end-to-end automated workflows that connect research, enrichment, prioritization, and outbound execution into a cohesive, scalable system.
- **Technical Execution:** Proficiency with Clay, AI models, APIs, enrichment logic, and other automation tooling. Practical solutions that demonstrate hands-on building capability.
- **Pipeline Impact & Measurement:** Strength in connecting workflow output to pipeline metrics. Ability to measure, iterate, and optimize based on performance data.
- **Strategic Judgement:** Capacity to weigh trade-offs, prioritize high-impact plays, and make recommendations that balance speed, personalization, and scalability.
- **Communication & Collaboration:** Clarity in explaining technical workflows to non-technical stakeholders, and a collaborative approach to partnering with various GTM departments.

Practical Assessment Areas

1. Building the AI Pipeline Engine: One Play at a Time
2. Signal-Based Prioritization & Enrichment Logic
3. AI-First GTM Strategy & Experimentation
4. Performance Iteration & Cross-Functional Collaboration

Building the AI Pipeline Engine: One Play at a Time

Scenario

Proof has made the decision to eliminate the BDR role entirely. Instead of hiring reps to manually research prospects, write outbound emails, and manage follow-up cadences, the company has determined that a GTM Engineer can build AI-powered systems to do this work faster, more consistently, and at greater scale. A traditional BDR's day-to-day is made up of several distinct workflows: account research/list building, contact identification and enrichment, personalized first-touch outreach, multi-step follow-up sequencing, objection-based re-engagement, closed-lost reactivation, inbound lead qualification and routing, and meeting booking/handoff to AEs.

For this exercise, pick one of these workflows (or a similar workflow you've seen firsthand) and design the system that replaces it end-to-end. *Please focus on a single workflow versus a combination of workflows.*

You have access to the following tools:

- Anthropic & Gemini Solutions
- Clay
- Gong
- 6Sense
- Outreach
- Salesforce
- Chili Piper
- … and any additional tools you deem necessary

Deliverable

✓ Identify the specific BDR workflow you're choosing to replace and briefly explain why you picked it (e.g., highest volume, most repetitive, biggest impact on pipeline, most feasible to automate).

✓ Design the end-to-end automated workflow that replaces it. Walk us through each step: what triggers it, what data it pulls, what logic it applies, and what the output is.

✓ For each step, explain what a BDR used to do manually and how your system handles it instead. Where does AI add the most value? Where, if anywhere, do you still need a human in the loop?

✓ Explain how you would measure whether this workflow is performing. What metrics matter, and what signals would tell you to iterate?

Signal-Based Prioritization & Enrichment Logic

Scenario

Without a BDR team, there is no one manually triaging inbound signals or deciding which accounts to work today. The GTM Engineer must build the prioritization logic that decides which accounts get activated, in what order, and with what message — all without human intervention at the sorting stage.

Today, Proof has a universe of roughly 50,000 target accounts sitting in Salesforce. Across the stack, valuable signals are being generated but nothing is connecting them to action:

- 6sense shows intent surges on 2,000+ accounts across key buying topics
- Salesforce has 150 closed-lost opportunities from the past 12 months
- Gong reveals common objections and pain points from recent sales conversations
- HubSpot tracks marketing engagement (webinar attendance, content downloads, etc)
- Product usage data shows pro signups, feature activation, transaction volume, and usage drop-offs from Proof's self-serve / PLG motion

In a BDR model, a rep would look at these signals, make a gut call, and prioritize manually. Your job is to replace that judgement with a system that has a contextualized understanding on where and how Proof wins, not just marketing and intent data.

Deliverable

✓ Select two signals from the list above. For each, walk through how you would get that data into the systems that need it: what integrations, API calls, or enrichment steps are involved, and what fields are you mapping where?
   ○ Elaborate further on how you would approach messaging within these flows. Is it static? dynamic? hybrid?

✓ Explain how you would mine closed-lost data and Gong recordings to learn where Proof's product falls short, and how you'd feed those insights back into your outbound workflows.
   ○ Are there industries, company sizes, or use cases we should deprioritize or avoid? Are there common objections that should change how we message certain segments?
   ○ Walk through how this feedback loop works technically (what data you'd extract, how it updates targeting or messaging logic) and how often you'd refresh it.

✓ Outline how you would both define and measure success for these motions. What core metrics would you be focused on, and at what point would you implement changes? Daily, Weekly, Monthly?

AI-First GTM Strategy & Experimentation

Scenario

Proof's decision to replace BDRs with a GTM Engineer is part of a broader bet on AI-first go-to-market. But this is new territory. Leadership wants to understand what the next 6–12 months look like as this model matures. Today, you're building the initial playbooks. But the expectation is that this system gets smarter, faster, and more autonomous over time.

The question from leadership is: "We've replaced the BDR team. Now what? How does this system evolve beyond v1?"

Deliverable

- ✓ Identify two concrete improvements or expansions you'd build in the first 90 days after the initial workflows are live. These should be things that make the system meaningfully better not incremental tweaks, but capabilities a BDR team could never have provided (e.g., real-time signal-to-sequence routing, autonomous multi-touch follow-up, AI-driven A/B testing at scale).
- ✓ Propose one longer-term capability (6–12 months) where this AI-first model could fundamentally outperform a traditional BDR team — something that justifies the strategic bet Proof is making.

For each, explain:

- ✓ The business impact (ARR growth, retention, margin, efficiency).
- ✓ Describe what triggers it, what AI does, what the output is, and how it connects to pipeline generation efforts.
- ✓ The operational feasibility (what tools or integrations we'd need, and whether we should build vs buy).
- ✓ The risks (adoption, data privacy, over-automation, quality control, etc).

Performance Iteration & Cross-Functional Collaboration

Scenario

Your outbound system has been live for three weeks. There is no BDR team to fall back on. If the workflows aren't producing pipeline, there is no pipeline. Here's what you're seeing:

- Open rates on personalized emails are strong (45%), but reply rates are low (3%).
- AEs report that the few meetings being booked feel "low quality" — prospects aren't well-qualified or aren't aware of why they're taking the call.
- Revenue Marketing says the outbound messaging doesn't align with the campaign positioning they developed for the target segment.
- One AE has started doing their own manual prospecting on the side because they don't trust the system yet.

Deliverable

✓ Diagnose the likely root causes of the low reply rate and the "low quality" meeting feedback. What would you investigate first and what data would you pull?

✓ Draft a slack message to the Revenue Marketing team acknowledging the messaging misalignment and proposing a working session to get outbound copy aligned with campaign positioning.

✓ Explain how you would build trust with the AE team as the sole owner of outbound pipeline generation. How do you create visibility into what the system is doing, give AEs a voice in how it evolves, and prove that this model works?