



# I BOOKED 24 MEETINGS IN 41 DAYS USING INTENT SIGNALS

Here's the 3-step system I still use every week

**24**  
MEETINGS

MO	TU	WE	TH	FR	SA	SU
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04
05	06	07	08	09	10	11





## Step 1

# Capture the Right Signals

Rather than chasing every account, I track person-level events that predict buying intent.

With **Common Room's** Vector and Bombora integration, I immediately see:

- **Role shifts** (new hires, promotions) that trigger fresh priorities
- **Tech installs & funding alerts** that create budget windows
- **Community buzz** (Slack, Reddit) hinting at pain points

These signals give me a clear “why now?” for each outreach, so my messages land with relevance no matter the inbox clutter.





## Step 2

# Score & Prioritize Automatically

Not every alert deserves your time. I combine Vector engagement scores (content views, resource downloads) with Bombora's topic-level intent to rank leads by true buying readiness.

Filter on high-velocity signals ( $\geq 75\%$  intent score)

Layer on account-level health (headcount growth, funding)

Build a "hot list" of the top 5–10% most in-market contacts

This automated prioritization ensures I spend calls and DMs only on prospects most likely to convert.





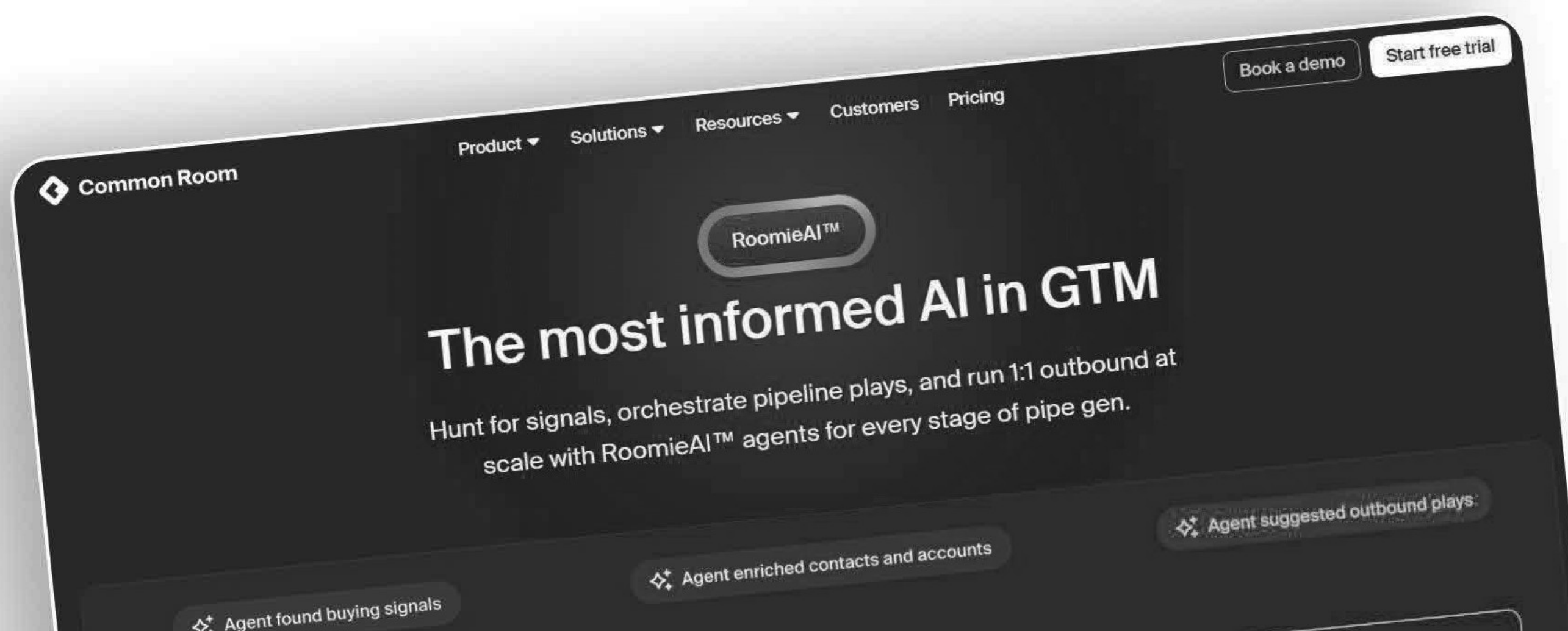
### Step 3

## Personalize at Scale

With Roomie Research, every signal feeds directly into my outreach template:

- Opening line cites their single biggest signal (“Congrats on your promotion to VP of Ops thought you could be looking into X?”)
- Contextual insight ties it to a common pain we solve (“Many new VPs struggle with onboarding efficiency which means...”)
- Low-friction ask focuses on starting a real conversation not pitching

By weaving real-time signals into each message, I maintain high volume and high reply rates.





## Why This Beats Legacy ABM

Most ABM tools spray account-wide alerts: “***Company X raised \$20M.***”

Person-First ABM tells you which person raised their hand: “Anna, the new Sales Ops lead, just asked about quota tooling in Slack.”

That specificity turns cold messages into conversation starters, and conversations into booked meetings.





# Steal My Playbook

Since adopting this flow, I was able to book 24 meetings in 41 days all without guesswork or manual research.

Want my exact:

- Signal capture filters
- Scoring spreadsheet
- DM & email templates

If you want to work harder when go chase any old account, if you want to book more meetings then focus on the right signals.



Want to try this yourself?

# CHECKOUT COMMON ROOM



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