

## Work Sample: Build a Sales AI Agent

### The Challenge

Build an AI agent that solves a real job-to-be-done for a sales professional using the HG Insights MCP.

**You choose the use case.** Some examples:

- Researching a prospect before a call
- Finding lookalike accounts to a closed-won customer
- Identifying competitive displacement opportunities
- Preparing for a QBR with an existing customer
- Prioritizing accounts in a territory

These are just starting points, we want to see what you think is valuable.

### Requirements

- Must use the HG Insights MCP to pull real data
- Must solve a specific sales workflow
- Must be deployed and working, we will try it ourselves

### What We Provide

- Access to the HG Insights MCP server
- MCP documentation
- Open Router API key (if needed, you can also use your own API keys for OpenAI, Claude.. if you have any)

### What to Submit

1. **Loom video (max 10 min)** walking us through:

- The use case you chose and why
- A live demo of your agent in action
- Key technical decisions you made
- What you'd improve with more time

2. **A deployed link** we can try ourselves that does not require us to setup anything.

## Timeline

- **Expected effort:** 4-6 hours
- **Deadline:** send your work at least 24 hours prior to your work sample call review

## Tips

- **Ship over polish.** We'd rather see something that works end-to-end than a perfect solution that's incomplete.
- **Ask questions.** If you're stuck or unsure, reach out. Getting unblocked quickly shows resourcefulness.
- **We calibrate to your starting point.** We already know your experience level from the first interview. We're evaluating your thinking, the trade-offs you make, how fast you learn, we're not comparing you to someone with years of AI experience.

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Questions? Send an email at [phoenix@hginsights.com](mailto:phoenix@hginsights.com)