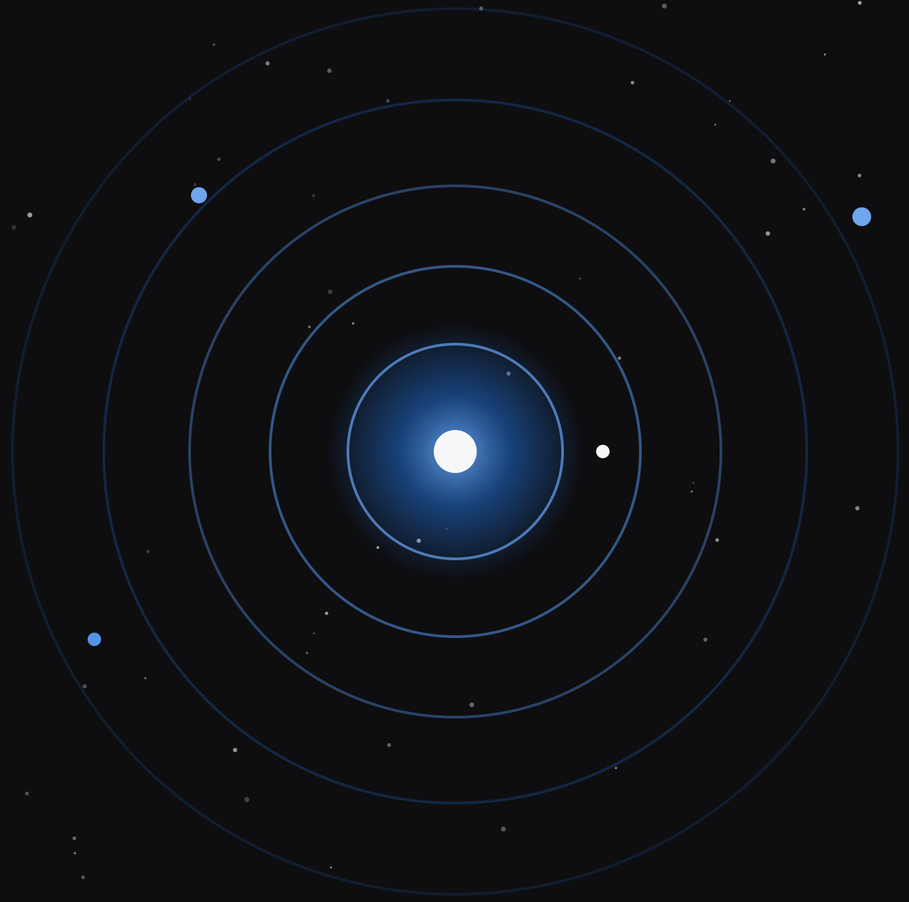
SAASRISE AND LOUNGE.AI MEMBERS · 18 NOVEMBER 2026

Building a signal-based AI outbound system

With humans & taste

Tom Regan, Founder & CEO, Artemis GTM

artemisgtm.ai



Artemis GTM

AI GTM webinar with SAASRISE

What we will walk through today

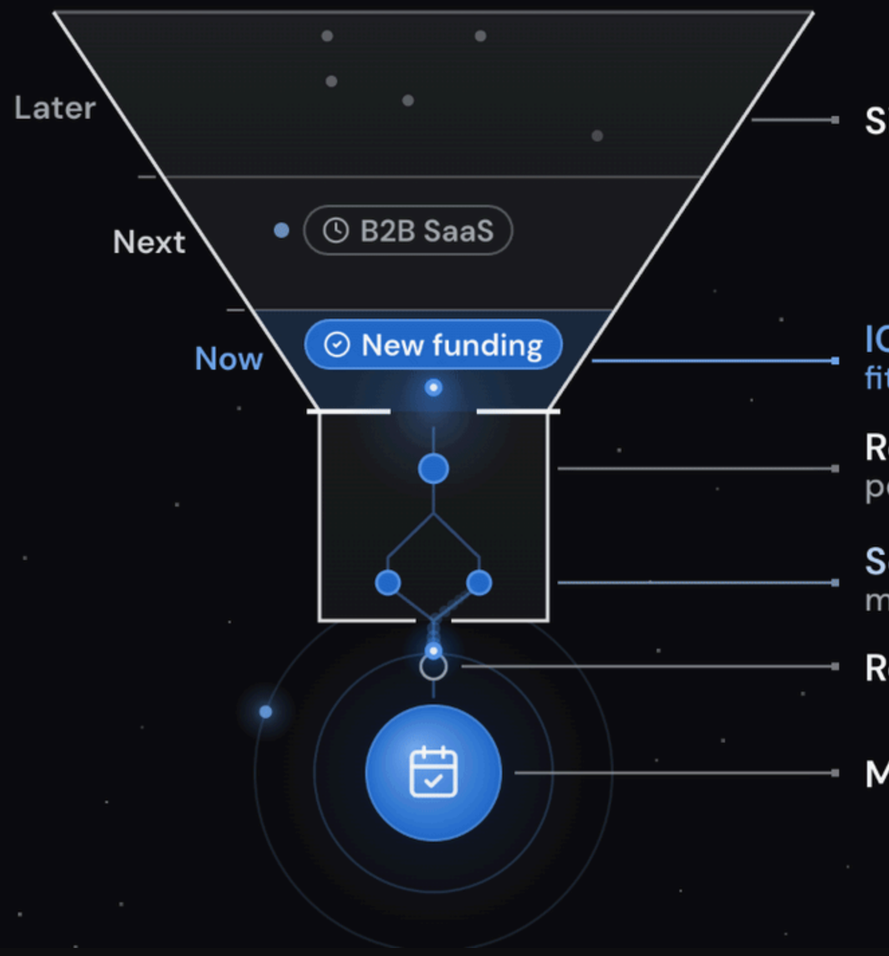
Who I am, why it matters, then seven parts in the order you'd build them

01	Who I am: Tom Regan and Artemis GTM
02	Why GTM engineering matters now
03	TAM and ICP scoring
04	Signal-based outbound
05	Enrichment by API and MCP
06	Running it with Claude
07	SDR and AE integration
08	Email infrastructure
09	The Listen Labs build
THEN	Your questions

> Stop me any time. Two question breaks are built in, plus time at the end.

OUTBOUND SYSTEM FOR SAASRISE

Signals in. Meetings out.



Signals

ICP gate
fit + timing

Research +
personalize

Sequence
multi-channel

Reply triage

Meeting booked

Who is talking

Tom Regan, founder of Artemis GTM

BEFORE

Founding SDR leader at Apollo.io

Where he helped scale ARR from $800K to $50M. Built the outbound motion from the SDR seat up.

NOW

An AI-native GTM engineering firm

Artemis GTM builds outbound and inbound GTM systems for seed to Series C B2B startups, inside the client's own CRM and tools.

HOW

Build it, run it, hand it over

We build the systems, run them with your team, then hand them over documented and trained. You keep what we built.

Most recent engagement: Listen Labs

We built their outbound engine. It drove 8 figures of qualified pipeline in under four months.

Why GTM engineering matters now

Every competitor has the same AI tools. What sets you apart is the system behind them.

THE MARKET MOVED

Your competitors are hiring for it

GTM engineer job postings grew **205%** year over year, to **3,000+** open roles by January 2026. The companies chasing your buyers are building this now.

THE OLD MATH BROKE

More reps no longer means more pipeline

AI made outbound nearly free to send, so inboxes are flooded. What wins is the right account, at the right moment, with a real reason to talk.

THE PROOF

A system beat headcount

At Listen Labs, a BDR team new to the company produced **5.5x** more qualified opportunities a month, with **39%** fewer AE rejections, productive in under a month.

By the end of this hour: what to build first, in what order, and whether you're ready to fund it.

When to Invest in GTM for Your Business

Build outbound when founder-led sales stops scaling

THE RIGHT TIME

You are ready if these are true

1. You have closed enough deals to know who buys
2. Inbound and demand gen run, but will not hit the plan alone
3. Founders or first reps still prospect by hand

THE RETURN

Run the math with your own numbers

Accounts reached a month × meeting rate × opportunity rate × win rate × deal size. Set that against a one-time build and tool costs, not new salaries.

One real build: 5.5x more qualified opportunities a month from outbound, and 40 hours back per rep each month. **8 figures in pipeline in less than 4 months.**

> The Listen Labs figures are historical results, not a forecast or a guarantee.

Live build

Four builds start now, for four of you

SEAT 1

GTM playbook

ICPs, pains, messaging angles, battlecard and objection handling, from your site.

SEAT 2

Lead list and enrichment

ICP-fit accounts, the buyers at each one, and verified work emails.

SEAT 3

TAM, SAM, SOM and ICP scoring

Market counts with the filter logic, scoring rules, and real accounts tiered.

SEAT 4

Outbound signal system

Signals in priority order, accounts with a live signal, plays, routing and two sequences.

Drop your company domain in the chat. Claude Code builds in the background while we talk.

> Built in Claude Code with our official partners Deepline (deepline.com) and Amplemarket (grow.amplemarket.com/ArtemisGTM). Nothing is sent or enrolled; every output is a draft.

WHY MOST AI OUTBOUND MISSES

AI made building GTM systems easy. Taste and human enablement is still the most painful part.

Tools bought without a data layer and written ICP rules produce noise. Write the rules first, then automate them.

The system

The outbound system, step by step

One loop of six steps, with two layers underneath.

STEP 1
TAM
Every account that could buy, as a table

STEP 2
ICP gate
Fit and timing scored by written rules

STEP 3
Signals
A reason to reach out now

STEP 4
Enrichment
People and context, only for accounts that pass

STEP 5
Sequences
Researched and multichannel, from warmed domains

STEP 6
Reps
A ranked queue, briefs, and feedback to the rules

Data layer

One record per account, deduplicated on the way in, synced both ways with the CRM.

Claude as the operating surface

Connectors, written skills and scheduled tasks. A person approves what goes out.

01 • TAM

Build the market as a table you can query

SOURCES

Pull from places that show change

Job boards, funding filings, company directories, news, and what a company's site and DNS reveal about its stack. Add your data provider for firmographics.

RULES

Write the ICP as filters

Stage, size, geography, industry exclusions. Hold out customers, open deals, competitors and partners before anyone is contacted.

OUTPUT

One row per account

Deduplicated on domain, matched to the CRM, refreshed on a schedule. Each row keeps the source and the date it was seen.

Programmatic means repeatable: the same rules give you the same list next week, plus whatever changed.

01 · ICP scoring

Score seven kinds of fit, then check the override

Dimension	The question it answers
Problem fit	Do they have the pain your product removes?
Trigger fit	Did something just change that makes it urgent?
Firmographic fit	Stage, size, geography and industry
Technographic fit	Does their stack suggest the gap, or the integration?
Role fit	Is there a buying seat you can name?
Timing fit	Is the signal fresh, or already stale?
Competitive fit	Are they locked into an alternative?
Disqualification override	Any one hard no ends it, whatever the score

01 · ICP scoring

Three rules that make a score usable

RULE 1

Fit and timing are two scores

Fit says whether to ever contact them. Timing says whether to contact them now. Fit with no timing waits.

RULE 2

The score carries its breakdown

Write the score to the CRM record with its reasons, so a rep can see why an account ranked where it did.

RULE 3

Rejections retune the rules

When an AE turns an opportunity down, capture the reason. It feeds back into the scoring rules.

Illustrative example: Acme fits on industry and size, a stakeholder read the pricing page, and a new VP Sales was just announced. The gate passes it and the new-leader play starts.

02 · Signals

Stack three kinds of signal on every account

FIT

Who they are

Industry, stage, size, stack. Slow to change. Decides whether an account is ever worth a touch.

INTENT

What they did

A pricing-page visit, a comparison page, a reply, an event. Shows interest, and fades fast.

TIMING

What changed

A new revenue leader, new funding, SDR or AE hiring. Gives you the reason to write today.

Outreach starts on a trigger, not on the calendar.

02 · Signals

Each signal starts one play

Signal	Play	Who it goes to
New revenue leader announced	New-leader	The new leader, in their first 90 days
Funding plus SDR or AE hiring	Growth-stage	The founder at small companies, the sales leader above that
Hiring for the job your product supports	Capacity-gap	The hiring manager, never the seat being hired
High-intent page visit	Hot-intent	A named buying seat at that account
Competitor tool adopted	Displacement	The owner of that tool
Reply or inbound message	Warm follow-up	The person who replied
Event registered or attended	Event follow-up	The registrant

02 · Signals

Four routing rules keep it sane

GATE

Fit without timing waits

The gate scores both. No fresh signal, no sequence. The account stays in the table until something changes.

DECAY

Every signal expires

A site visit goes stale in weeks, a job post or a funding round in a few months. A stale signal can raise priority. It can’t start a play.

DE-DUPLICATION

One play per account

And one sequence per contact. When several signals fire, a written order of precedence picks the play.

INTERRUPTS

A reply outranks everything

A conversation already under way beats any cold play. The sequence pauses the moment someone answers.

PAUSE · TWO QUESTIONS, TWO MINUTES

Questions so far?

That was the first half: your market, your scoring rules and your signals. Raise a hand or drop it in the chat.

03 · Enrichment

API for the batch, MCP for the moment

	API	MCP
Best for	Many accounts, on a schedule	One account, right now
Who calls it	A script or a workflow	A rep or an agent, in plain language
Shape	Fixed inputs and outputs	The model picks the tool and reads the result
Cost control	Known cost per row, capped per run	Approval before anything that spends
Typical job	Enrich every account that passed the gate overnight	“Who runs sales here, and what changed this month?”

MCP, the Model Context Protocol, is an open standard that lets a model call your tools: the CRM, enrichment, the outbound tool, the calendar.

API, an application programming interface, is how one piece of software asks another for data or actions, in a fixed format a script can call.

04 · Claude

Claude is the surface the team runs it from

CONNECTORS

Reach into the stack

MCP connectors to the CRM, the outbound tool, enrichment, call recordings and the calendar. One place to ask, instead of five tabs.

SKILLS

Write the job down once

Each recurring job is a written skill: build a list, score an account, draft a sequence, prep a call. Same steps, every run.

SCHEDULED

Put it on a schedule

Daily and weekly runs read the system's state and report what moved, what broke and what needs a person.

The model will change. The written rules and skills are the asset you keep.

04 · Claude

A daily loop that acts, a weekly loop that judges

DAILY

The inner loop

- Targeting digest: who to work today, and why
- Pre-call briefs for tomorrow's meetings
- Reply triage: interest, objection, opt-out
- No-show recovery and meeting sync

WEEKLY

The outer loop

- What AEs rejected, and the reasons
- Which signals and plays produced meetings
- Deliverability health, domain by domain
- Rule changes for next week, written down

The daily loop does the work. The weekly loop decides whether the rules were right.

05 · SDR and AE teams

A rep’s day inside the system

MORNING

Ranked queue

Accounts in priority order, each with its signal and the reason it ranks there.

BEFORE A CALL

Pre-call brief

Who is on the call, what changed at the account, what to ask.

AFTER A MISS

No-show recovery

A missed meeting starts the follow-up without waiting for the rep.

ALWAYS

Meeting sync

Meetings and outcomes land on the CRM record without typing.

Adoption is the test. If reps don’t open it every morning, it isn’t built yet.

05 · SDR and AE teams

Every handoff carries its reasons

SDR TO AE

Each opportunity arrives with

- The source, and the signal that started it
- The score, with its breakdown
- The persona and the seat
- The next step, with a date

AE BACK TO THE RULES

When an AE rejects one

- The reason is captured on the record, not in chat
- Reasons are reviewed in the weekly loop
- A repeated reason becomes a rule change
- The gate tightens where it was wrong

This loop is how outbound volume grows without quality dropping.

PAUSE · TWO QUESTIONS, TWO MINUTES

Questions so far?

That was running it with Claude and with your reps. Raise a hand or drop it in the chat.

06 · Email infrastructure

Deliverability is built before the first send

Layer	The rule
Domains	Dedicated sending domains. Never cold email from your primary domain.
Authentication	SPF, DKIM and DMARC on every sending domain. Start DMARC at p=none and tighten after a clean month.
Warm-up	Warm every mailbox before it sends, then ramp volume gradually.
Volume	Spread sends across mailboxes. Keep each one low and steady.
List	Verify every address before it enters a sequence.
Unsubscribe	One click, honoured fast, suppressed everywhere.

Live build results

What got built while we talked

SEAT 1

GTM playbook

Open it. Read one ICP and one objection out loud.

SEAT 2

Lead list and enrichment

Accounts, buyers, verified emails, and what it cost per contact.

SEAT 3

TAM, SAM, SOM and ICP scoring

The three numbers, the rules, and the top-tier accounts.

SEAT 4

Outbound signal system

Live signals, the play for each, and a draft sequence.

Same rules as the slides: rules first, a person approves, nothing sent.

07 · Listen Labs

Listen Labs: the situation

Listen Labs is a Series B, San Francisco based AI-first customer research platform selling into Fortune 500 enterprises.

GROWTH

Growing fast on inbound, selling into Fortune 500 and 100 accounts with six-month evaluations and real buying committees.

DATA

Outbound had leaks and the data behind it couldn't be trusted. Five sales tools, five versions of the truth, a CRM that had been outgrown.

TEAM

The entire BDR team was new. Every previous rep had moved into another role inside the company. No institutional memory.

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07 · Listen Labs · The build

What we built at Listen Labs, in six steps

01	DIAGNOSE **Diagnosed the leaks**	Found where opportunities died and why the data couldn't be trusted, before building anything.
02	ARCHITECT **Built a queryable data architecture**	Full bidirectional CRM integration, deduplicated on the way in. Data accuracy up 25%+.
03	CONSOLIDATE **Cut five sales tools to three, all driven through MCP**	20% lower tool expense. Every BDR runs targeting from Claude on one surface.
04	TARGET **Refined and systematized the ICP targeting motion**	Prioritised director-level and above. Those opportunities get rejected by AEs 39% less often.
05	SIGNAL **Built a signal-based outbound motion**	ICP-focused signals with a priority order, sending from dedicated warmed domains.
06	ENABLE **Enabled the BDR team with agentic workflows**	Pre-call briefs, targeting digests, no-show recovery, meeting sync. New reps productive in under a month.

07 · Listen Labs

Listen Labs results

5.5x

More qualified opportunities per month from outbound

39%

Fewer AE rejections, conversion rate unchanged at 5.5x the volume

8 figures

Qualified outbound pipeline in under four months

20%

Lower tool expense after consolidation

40 hrs

Saved per BDR per month, a full week back per rep

On the numbers: every figure is a direct query against Listen Labs' CRM, published as rates and ratios only. Pipeline value, revenue and customer names are withheld at Listen Labs' request. That is how we would handle your numbers too. Full case study and verification document available. Metrics are historical, not a forecast or a guarantee of future results.

07 · LISTEN LABS

“It’s one thing to build the systems. It’s another thing to actually have BDRs use it and enjoy the systems and have them enabled on it…”

Head of Growth, Listen Labs

> The two-minute testimonial video is at artemisgtm.ai/customers/

Where to start

Five moves for the next 30 days

01
Write the ICP as rules a script can run.

02
Build the account table and dedupe it against the CRM.

03
Pick two signals you can source today, and one play for each.

04
Stand up sending domains and authentication before any volume.

05
Put a weekly review on the calendar: what AEs rejected, and why.

Rules first, then automation. In that order.

QUESTIONS

Ask me anything. Then go build stage one.

Book an evaluation call at artemisgtm.ai. The Listen Labs case study is at artemisgtm.ai/customers/

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