

6 weeks to outbound that runs on real buying signals

Twelve live sessions, two hours each. You do not learn tools. You build one multichannel system across email, LinkedIn and voice, triggered by signals you can defend, then run it live against a real account in the final two weeks.

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6

WEEKS

12

LIVE SESSIONS

2 hrs

PER SESSION

24

LIVE HOURS

PHASE 1 Build

Weeks 1 to 4 · Sessions 01 to 08

S01 The ICP contract and the account universe

Every broken outbound system is a broken ICP wearing automation. We write the ICP as a contract with exclusion rules, not a persona slide, then build the universe it implies.

YOU SHIP

An ICP contract plus a 500 account scored universe from three independent sources, with a deduplication log.

S02 Signal taxonomy: what earns the word pinpoint

Most teams collect the signals that are easy to get, then wonder why replies do not move. We rank signal families by correlation to revenue, then attach source, freshness window and decay to each.

YOU SHIP

A signal register: 12 signals, each with source, freshness window, decay, and the one message that signal entitles you to send.

S03 Signal capture I: people

Job changes, hiring patterns, promotions and role gaps. The highest intent signals in B2B are about humans moving, not companies announcing.

YOU SHIP

Two production watchers, job change and hiring, running on a scheduler and writing into Clay with timestamps.

S04 Signal capture II: company, stack and web

Funding, tech stack changes, competitor moves, site visitors and content engagement. Then composite scoring with decay, so four weak signals do not outrank one strong fresh one.

YOU SHIP

Two more watchers plus a composite score with decay, and a suppression table so an account cannot re-enter inside a set window.

S05 Enrichment that survives an audit

Waterfalls, validation gates, bounce ceilings, and the number that decides whether this is a business or a hobby: cost per verified contact. We set a spend ceiling and make the table respect it.

YOU SHIP

A cost capped enrichment waterfall with a validation gate, and a measured cost per verified contact for your own universe.

S06 From a signal to a sentence you can defend

Above the line versus below the line messaging, the six personalisation buckets, and one test on every generated line: would you say this out loud on a call? AI writes the variants, a human keeps the veto.

YOU SHIP

A message matrix, four signals by two seniorities by three touches, generated through a Claude skill and reviewed line by line.

S07 Deliverability as an engineering problem

Domains, mailbox estate, warmup schedules, SPF, DKIM, DMARC, inbox rotation, reply routing and volume maths against a stated bounce ceiling. Infrastructure with failure modes, not a list of tips.

YOU SHIP

A provisioned sending estate with a warmup schedule and a volume plan that hits a target at a declared bounce ceiling.

S08 Multichannel orchestration: one account, many doors

Email, LinkedIn, voice and retargeting sequenced off a single signal, with cross channel suppression so channels never collide on one account, and CRM writeback so the system has a memory.

YOU SHIP

A five touch multichannel play wired end to end, signal triggered, with suppression rules and CRM writeback. This is what goes live in phase 2.

PHASE 2 Live account

Weeks 5 and 6 · Sessions 09 to 12

S09 Intake, baseline and the compliance gate

Your account is scoped and signed off. Baseline numbers are recorded before anything sends, because a system with no baseline can claim anything. Consent, suppression lists and jurisdiction checks are cleared here or you do not send.

YOU SHIP

A signed one page scope, a baseline metric sheet, and a cleared compliance checklist.

S10 Production, at small volume

The system goes live. Low volume on purpose, real prospects, real replies. A desk review rather than a lecture: your tables and workflows reviewed against a published rubric.

YOU SHIP

A live system with real sends, plus a defect log of everything that broke in the first week of production.

S11 Read the instrument, then kill something

Reply rate segmented by signal, meetings per thousand touches, cost per meeting, deliverability drift. Then the discipline: kill one signal that is not earning its enrichment cost, scale one that is.

YOU SHIP

A one page performance read naming one killed signal and one scaled signal, each with the number that justified the call.

S12 Handover and defence

Documentation, runbook, named failure modes with recovery steps, and a cost model the account owner can read. Then a twenty minute live defence to the cohort and one invited guest.

YOU SHIP

A production system, a runbook, a cost model and a recorded walkthrough. That recording is your portfolio.

The tools you will learn

Working access is included for the programme window. Smartlead and lemlist are both here on purpose: Smartlead is the sending infrastructure, lemlist is the multichannel orchestration.

THE TOOL ESTATE	
01	Clay Orchestration, waterfall enrichment, AI columns. The system of record for signals.
02	Smartlead Sending estate, deliverability and volume. Owns session 07.
03	lemlist Multichannel sequencing and personalisation. Owns session 08.
04	Prosp Contact and phone discovery inside the waterfall.
05	n8n Schedulers, glue, retries and error handling.
06	Claude Code Skills, MCP servers, research and copy agents under version control.
07	HeyReach and Trigify LinkedIn signal capture and compliant sending at account level.
08	Apify Scraping for signals that have no API.
09	Attio or HubSpot CRM writeback, so the system remembers what it already did.
10	Retell AI Signal triggered voice. No competing programme teaches this channel.

THE SIGNAL LIBRARY	
01	ICP Contract S01 Turns a fuzzy persona into a written contract with exclusion rules.
02	Signal Ranking S02 Ranks signal families by correlation to revenue, not by how easy they are to get.
03	Composite Scoring S02-04 Combines signals with decay into one score. The core of pinpoint.
04	People Movement S03 Job changes and promotions, the highest intent signal in B2B.
05	Hiring Intent S03 Reads growth and priorities out of open roles and headcount shape.
06	Funding and Stack Shifts S04 Investment rounds and tooling changes as company level triggers.
07	Data Hygiene S05 Validation, deduplication and the spend ceiling that keeps cost per contact honest.
08	Personalisation Buckets S06 Six repeatable angles that still sound human at volume.
09	Executive and IC Split S06 Two different messages off the same signal, by seniority.
10	The Play Library S08 Eleven end to end plays. You pick one and run it live in phase 2.