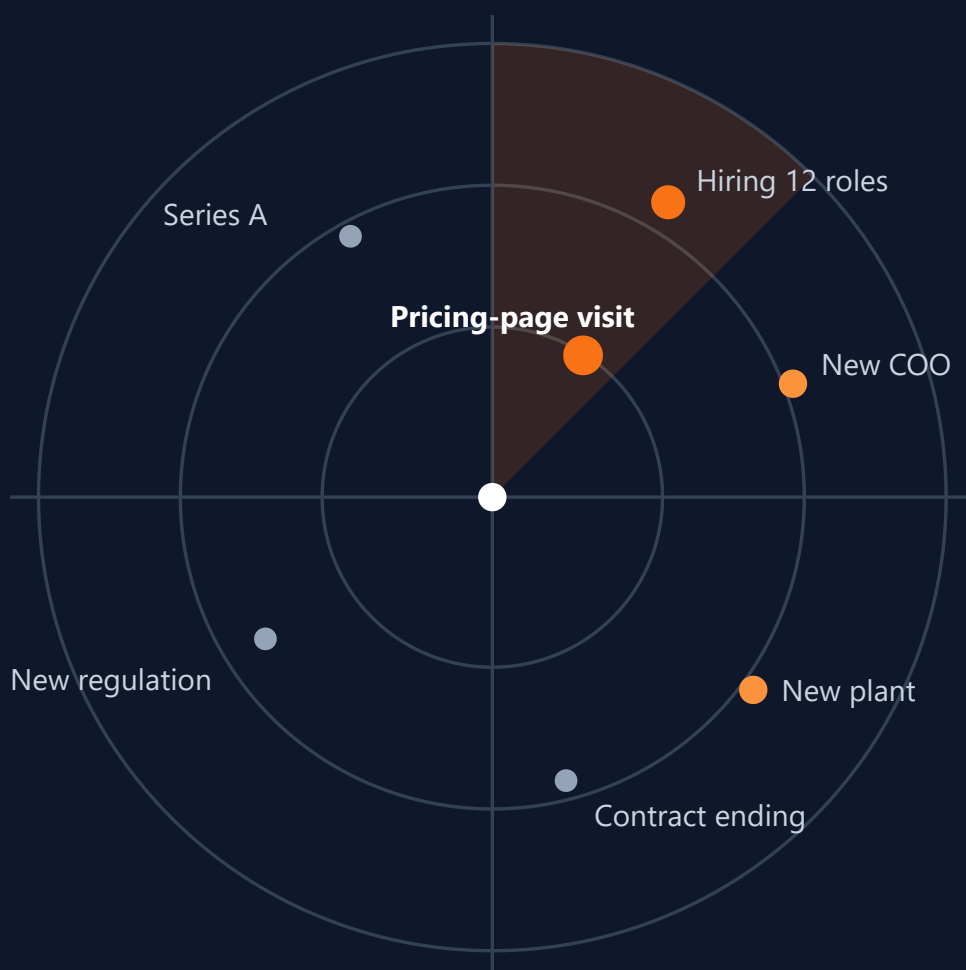


FREE PLAYBOOK FOR B2B SALES REPS, ANY INDUSTRY · B2BXCLUSIVE

Your next deal is already sending signals.

The 8 buying signals that show a company is ready to buy, real examples from 5 industries, and the AI team that finds them for you every morning.



By Shawn J, Founder, B2BXclusive

Built \$0 to \$10M sales teams. B2B sales mentor and author.

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The best prospect is the one who needs you this week

Buying signals are how good reps find companies that are ready now: a new leader, a hiring push, a new plant or office, a vendor they have outgrown. I have prospected this way for years, and it works in any industry.

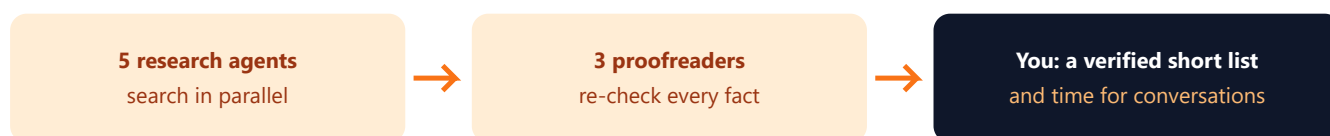
The catch is time. A person can find these signals, but it is slow. You read job boards, LinkedIn posts and funding news, check that the company and the person are real, then find and verify an email, one prospect at a time. It eats the hours you should spend in conversations.

So I gave the searching and the checking to a team of AI agents built on Claude. They find companies with a **dated** signal from the last 90 days, prove it twice, and hand me a short list where every email can open with something the buyer actually did.

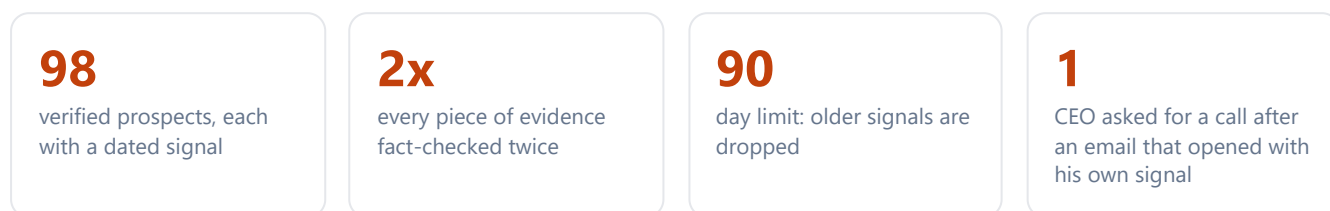
By hand: one prospect at a time



With an AI team: many sources at once, checked twice



Early results from my first run



From my own first run (I sell outbound services), a 15-day test that is still running, so read them as direction, not promises.

8 buying signals, at a glance

They work in any B2B industry. Look for a **dated** sign from the last 90 days in the team you sell to. The orange cards are usually the strongest.

A hiring push 1

Open roles in the team that uses what you sell, especially a "first" hire or a job ad that names a tool you replace.

 **High**

A new leader 2

A new head of the function you sell to, in their first 90 days. New leaders change things and have budget to do it.

 **High**

Growth and expansion 3

A new office, plant, region or product line, a big win to deliver, or paid ad campaigns already running.

 **High**

Fresh money 4

A funding round, acquisition, grant or large contract. Strong when it stacks with hiring.

 **Medium**

Public pain 5

Someone asks for a recommendation or complains about the problem you solve. Goes cold in days.

 **Very high**

Ready to switch 6

Bad reviews of their current vendor, a contract coming up for renewal, or a tender for what you sell.

 **High**

Tech or rule change 7

Adopting or dropping a technology, a new regulation or certification deadline, a public outage.

 **Medium**

Your own warm signals 8

Visited your pricing page, downloaded your guide, engaged with your posts, said "not now" 90 days ago.

 **Very high**

Strength is my rating of intent from years of prospecting this way. It shifts by industry: the next pages show what the signals look like in 5 of them.

How each signal shows up, and where to find it

Signal	How it shows up	Where to find it	Strength
1. Hiring push	A "first" hire in the team you sell to (first data engineer, first safety officer)	Company careers pages, job boards	High
	Job ad names a tool or vendor you replace or work with	Job boards, keyword search	High
	Several roles open in one team at once	Careers page, LinkedIn jobs	High
	The same role open 45+ days, or reposted	Job boards ("reposted")	High
2. New leader	New head of the function you sell to (last 90 days)	LinkedIn "started a new position", press releases	High
	New CEO, CFO or COO	Press releases, business news	Medium
	A new leader posts about plans or their first 90 days	LinkedIn posts	High
3. Growth	New office, plant, warehouse or region	Press releases, local news, job boards	High
	New product line or move into a new vertical	Product pages, trade press	Medium
	A big customer or contract win announced	Press releases, LinkedIn	High
	Running B2B ad campaigns: budget is already going into growth	LinkedIn Ad Library, Google Ads Transparency Center	High
4. Fresh money	Funding round in the last 90 days	Funding newsletters, news, data tools	Medium
	Merger or acquisition (systems and teams to combine)	Business news	Medium
	Grant, subsidy or government contract won	Government portals, press	Medium
5. Public pain	"Can anyone recommend a ..." for what you sell	LinkedIn, Reddit, communities	Very high
	Complaining about the problem you solve	LinkedIn, X, forums	High
	Talking about delays, missed targets or a backlog	Earnings calls, interviews, posts	Medium
6. Ready to switch	Low reviews of their current vendor (or your competitor)	G2, Capterra, Trustpilot, Clutch	High
	A tender or RFP for what you sell	Public tender portals	Very high
	Job ad to bring the work in-house, or move it out	Job boards	High
7. Tech or rule change	Adopting or dropping a technology you plug into	Technographic data, job ads	Medium
	A new regulation or certification deadline in their industry	Regulator sites, trade press	High
	A public outage, recall or security incident	News, status pages	Medium
8. Warm signals	Visited your pricing or services page	Your website analytics	Very high
	Downloaded your guide or used your free tool	Your website forms, CRM	Very high
	Engaged with your posts	LinkedIn, Instagram	High
	Said "not now" about 90 days ago	Your CRM	High

What the signals look like in 5 industries

The same 8 signals, translated. Pick the industry your **buyers** are in.

1 If you sell to SaaS and tech companies

- **A Series A or B round** in the last 90 days, with hiring plans in the announcement
- **Job ads that name a tool you replace** ("experience with [competitor]")
- **A new VP or Head** of the team you sell to: Engineering, Marketing, Customer Success
- **A SOC 2 or ISO 27001 announcement:** they are moving upmarket and buying to match
- **Launching in a new country:** localisation, payments, legal and sales needs

2 If you sell IT services, cloud or consulting

- **Job ads for migration roles** (cloud, ERP, data platform): the project is funded and starting
- **A new CIO or CTO** in their first 90 days
- **Tenders and RFPs** on public portals for the work you do
- **A merger or acquisition:** two sets of systems to combine
- **A public outage or breach:** budget to fix it usually follows

3 If you sell to manufacturing and industrial companies

- **A new plant, line or warehouse** announced in trade or local news
- **Hiring plant, quality or maintenance managers**, especially several at once
- **A new certification or export approval** (ISO, a new market's standard)
- **Exhibiting at a trade show:** exhibitor lists are public weeks in advance
- **A large order or government contract** that has to be delivered on time

4 If you sell HR, staffing or recruiting services

- **20+ open roles**, or the same roles reposted for 45+ days
- **A new office or region** that has to be staffed from zero
- **A new CHRO or Head of Talent** in their first 90 days
- **A funding round** with "doubling the team" in the announcement
- **Employee reviews** that mention slow hiring or poor onboarding

5 If you sell to healthcare and pharma companies

- **A new facility, lab or site** announced
- **A regulatory approval or product launch**: commercial teams and systems scale up next
- **Hiring regulatory, quality or compliance staff**
- **A new head of operations, digital or supply chain**
- **Exhibiting or speaking at industry events** (CPHI and similar): public, dated and specific

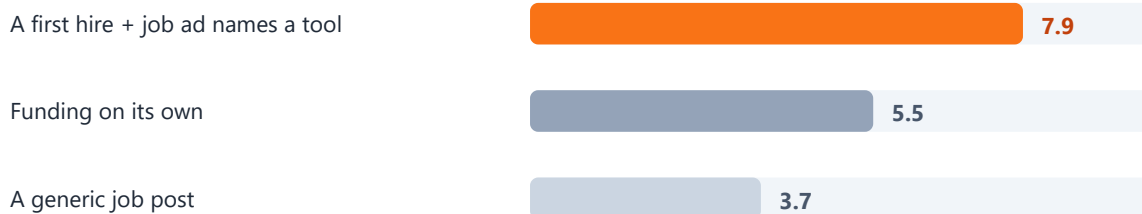
Selling into a different industry?

Comment **Shawn** on the LinkedIn or Instagram post where you found this, and I'll send you the signals for your industry. Or book 15 minutes: bookshawn.b2bxclusive.com

Specific beats generic

From my own first run. The lesson holds in any industry: the more specific and recent the signal, the stronger the intent.

Average intent score out of 10, rated by the research agents



Also rated high intent, every time: a new leader in their first 90 days, and a company that has just raised and is entering a new market.

What didn't work: funding on its own, generic job posts, and anonymous reviews, because you cannot reach the person who wrote them.

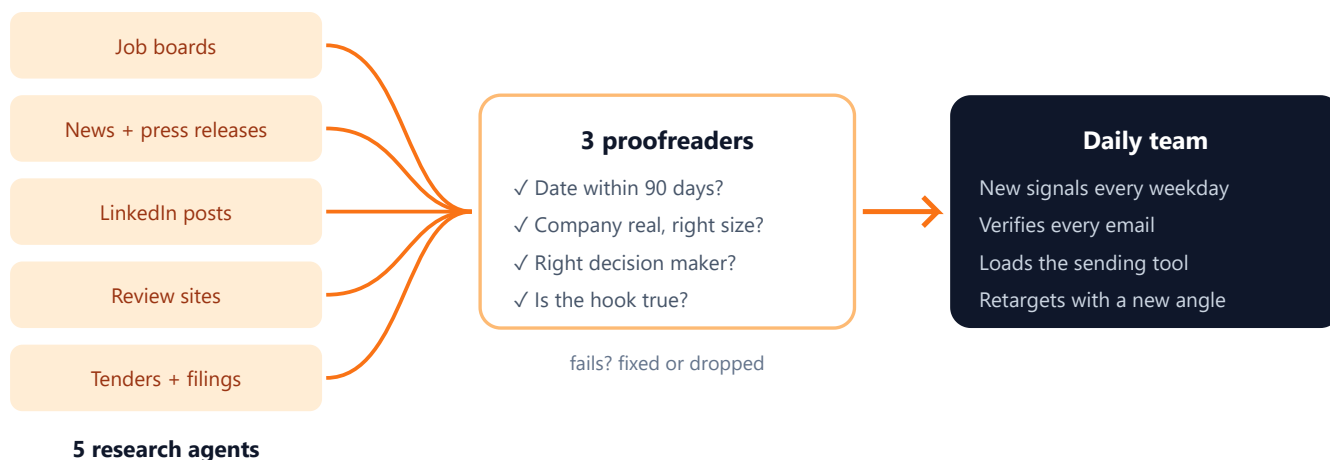
Stack signals to decide who goes first

One signal earns a company a place on your list. Two or more put it at the top. Score each signal (Medium 2, High 3, Very high 4), add them up per company, and work from the top down.



An example, not a real company. Your own warm signals (pricing-page visits, guide downloads) skip the queue entirely.

The AI team I run with Claude



Rules that saved me from embarrassment

- **No guessed data.** If a person can't be tied to a company with confidence, they don't get emailed.
- **Keep the evidence link for every prospect.** If a buyer asks "how did you know?", you can show them.
- **Verify every email before sending.** About half of the domains are "catch-all": they accept any address, so you can't confirm the person is real.
- **Respect local rules.** I don't cold email Germany, Austria or Switzerland, and in the UK I only email employees of limited companies. Check your own markets; this isn't legal advice.
- **Never reach out to competitors,** and never contact the same person twice from two places.

Copy-paste prompts

1. Build your signal library

I sell [your offer] to [your buyer]. List every public buying signal that shows a company needs this right now. For each: where to find it, the exact search or filter, intent strength, and why it matters.

2. Research agent (one per source)

Using only public sources from the last 90 days, find companies with [signal]. For each: company, website, size, decision maker, the evidence link and date, and a one-line opener that references the signal. Mark anything you couldn't confirm "UNVERIFIED". Never guess.

3. Proofreader

Re-open every evidence link in this list. Confirm the date, the company, its size and the person. Fix or drop anything that fails, and tell me why.

The first email: open with their signal

To: {first name} · Subject: {company}'s new plant

Hi {first name},

Saw {company} is opening a new plant in {city}.

That's usually when {the problem you solve} gets urgent.

[Your one-line proof.] [How you help.]

Worth me sending how other teams handled it?

Keep it to 50-90 words. Ask about interest rather than for a call, and leave out ROI claims and "Thoughts?".

Want the signals for your industry?

Comment **Shawn** on the LinkedIn or Instagram post where you found this playbook and I'll send them to you. Or book 15 minutes: bookshawn.b2bxclusive.com