
LIVE WEBINAR • 2026

Prospect Smarter. Not Harder.

How signals and research intent feed HubSpot's Prospecting Agent from in-market company to booked meeting, on autopilot.

The GTM motion that drives real revenue.

July, 2026



YOUR SPEAKER

Chris Newnham

Revenue Operations Director, Breckenridge



- ▶ **20+ years in marketing, CRO, revenue operations and GTM**
Marketing, UX / CRO, RevOps, Sales & GTM motions in B2B, B2C, agency co-founder & client side leadership
- ▶ **Helps B2B teams build pipeline engines on HubSpot**
RevOps, automation and AI adoption
- ▶ **RevOps lead across Sales Hub, Marketing Hub & Breeze AI**
Consultancy & activation

Today, we're going to cover...

From dead funnels to a living pipeline engine.

- 01** Why the traditional funnel is dead
Spray and pray, prospect fatigue, and where rep time really goes
- 02** The bowtie model
One reciprocal GTM motion across acquisition and expansion
- 03** Three key plays
Net-new target accounts · research, signal & intent · re-activation
- 04** Meet the Prospecting Agent
What it is, and a look inside a live play
- 05** Signals → Apollo → adaptive sequences
The automated path from intent to personalised outreach
- 06** The full GTM workflow + Q&A
How it all fits together, and your next step

QUICK QUESTION

Who have we got here today?

Drop it in the chat...

Sales leaders

Owns pipeline generation
and has a target to achieve

Marketing leaders

Owns the brand &
awareness activity, judged
by the pipeline

RevOps / HubSpot admins

Owns the portal and the
plumbing, gets blamed by
the pipeline

Founders / MDs

Wearing all three hats at once,
just wants more pipeline

Whatever seat you're in, the problem is the same: more pipeline, same headcount, playing the odds.

THE UNCOMFORTABLE TRUTH

The traditional marketing funnel is dead

Spray and pray tactics don't work any more and your buyers are exhausted by it.

60%+

of sales time is spent on leads that never convert

<40%

of a rep's week is actual selling, the rest is manual research and list-building

6-10

stakeholders are involved in the average B2B buying decision

Buyers are tired of being prospected to.

Generic, technically-personalised AI email is flooding every inbox. **Relevance and timing is the only thing that cuts through.**

WHY MARKETING FUNNELS FAIL

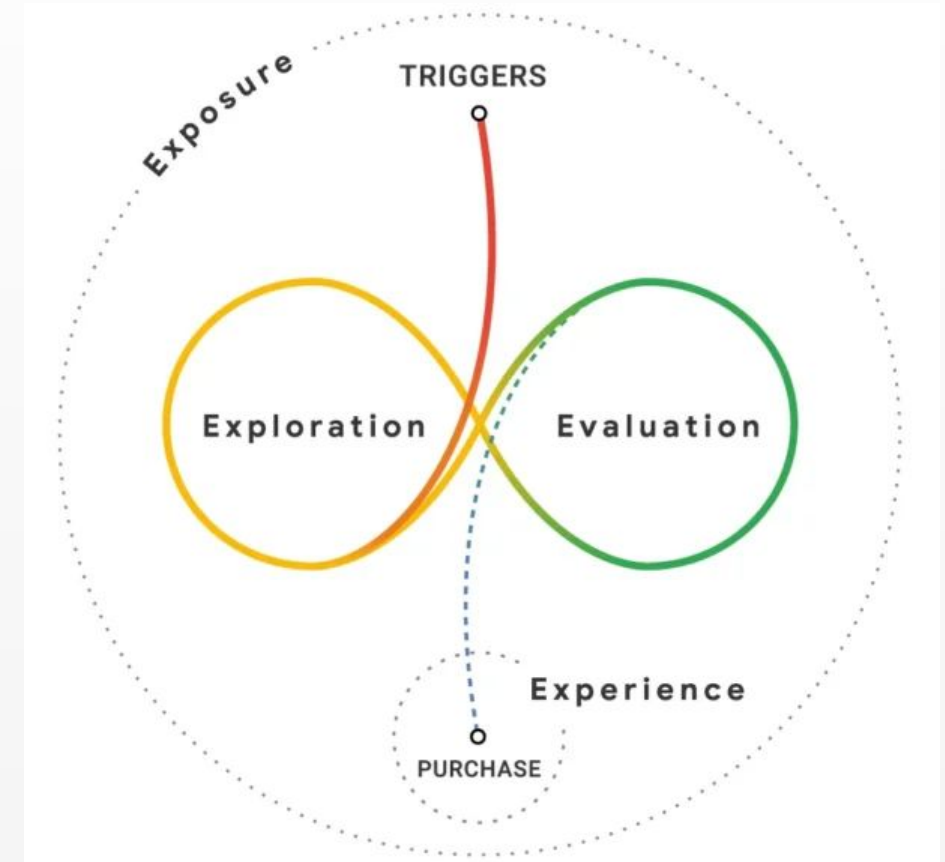
The messy middle, buying is NOT a straight line

The way buyers make decisions is messy and it's only getting messier. AI is now handling the research and answers.

Between trigger and purchase, buyers loop endlessly between exploring options and evaluating them, across a web of touchpoints that differs for every person.

You can't force a buyer down a funnel. You can only be present, relevant and useful when they surface and show intent.

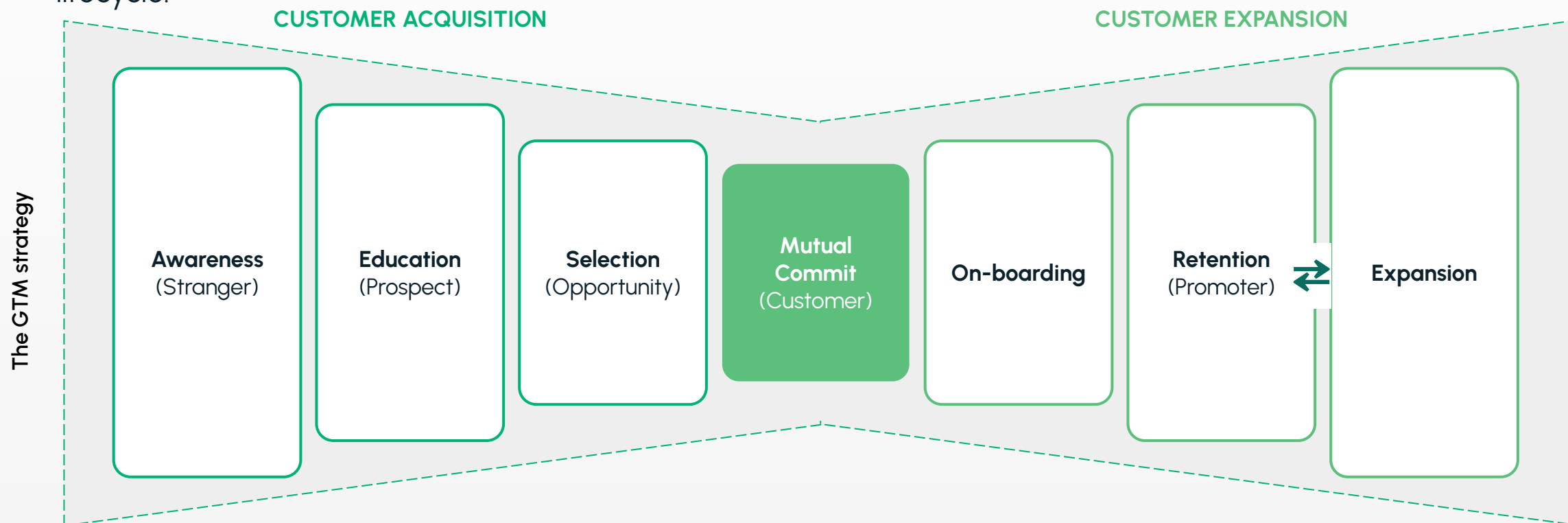
Which means the real question is: how do you know when someone has entered the loop? And furthermore how do we engage and nurture those with the highest propensity to convert?



A BETTER APPROACH

The bowtie model... it's more of a journey

Sales, marketing & customer success aligned around one reciprocal GTM strategy across the customer lifecycle.



Revenue doesn't stop at the deal, the right side of the bowtie feeds the left with expansion, advocacy and re-activation signals

WHERE THE MOTION BREAKS

Inbound only catches one buyer in four

If you focus your sales and marketing efforts solely on inbound the gaps appear fast.



**Actively hunting
for a solution**

Aware of the problem,
searching now.

Typically covered by
inbound (Ads, SEO, AEO,
referrals etc)



**Resonates, but
unaware**

Knows there's a problem,
but unaware on the solution
you provide

Gap:
no nurture programme



**Unaware of
problem**

Doesn't even know they
have a problem yet.

Gap:
no awareness programme



**Previously aware &
the world changed**

Had a problem, things have
changed, it's been a while

Gap:
no reactivation programme

The three gaps are exactly where AI, signals and research intent do the heavy lifting.

WORK SMARTER, NOT HARDER

Focus your attention on
organisations showing intent...

...even if they don't know you exist yet.

Here's how...

Three key plays, one always-on engine

Every play follows the same motion: define the audience → listen for signals → reach out with relevance.

1

Net-new target accounts

Dream-list ICP accounts, segmented by geography, industry, ICP, connections or target lookalikes

Signals: growth metrics, funding, product launches, physical expansion

2

Research, signal & intent based

Companies actively researching your category, before they've ever heard of you.

Signals: research intent, visitor intent, tech investment, regulatory approval

3

Reactivation of lapsed customers

Closed lost deals and lapsed customers whose circumstances just changed.

Signals: job changes, restructuring, M&A, renewed research activity



MEET YOUR NEW TEAMMATE:

The HubSpot Prospecting Agent

Built into Sales Hub (Pro+), powered by Breeze AI and HubSpot credits.

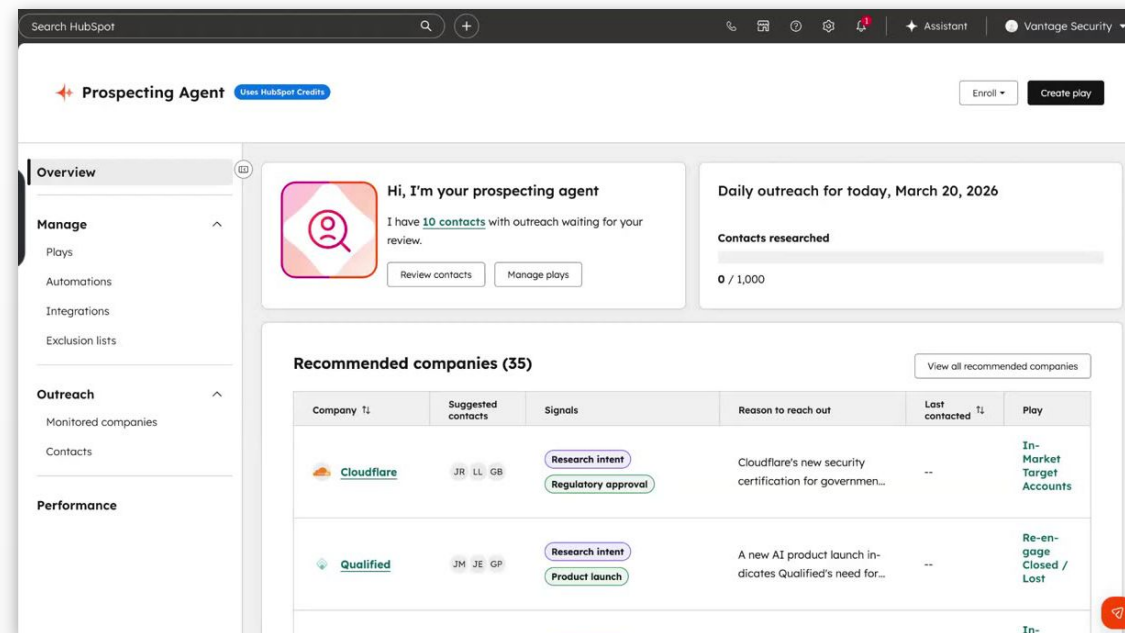
PROSPECTING AGENT

What is it?

An AI SDR that lives inside HubSpot.

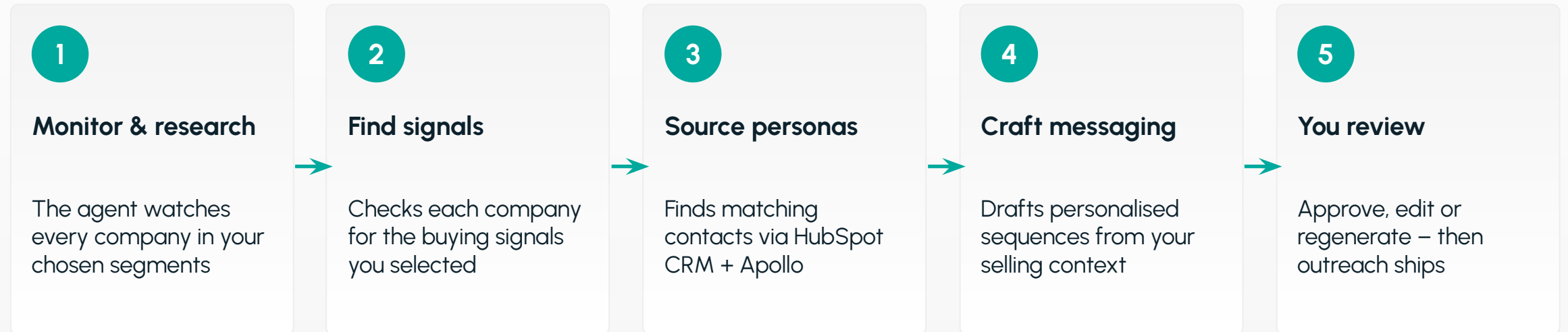
It monitors the companies you point it at, researches them continuously, and turns buying signals into outreach that's ready for review.

- ▶ **Monitors** your target segments 24/7 for buying signals, no more manual desk research
- ▶ **Recommends** companies with a 'reason to reach out' attached
- ▶ **Sources** suggested key decision makers at each account that match your target personas
- ▶ **Drafts** personalised outreach based on everything it knows about them and you waiting for your review



The agent's daily view: recommended companies, signals, suggested contacts and the play each came from.

How a play runs, end to end



Continuous, not batch. Plays run every day where new signals surface new companies, stale lists never build up, and every recommendation arrives with the 'why now' already attached.

Audience: who the agent hunts for

Segments

Company lists the agent enrolls and monitors, e.g. an 'In-Market Companies' active list of 50.

Signals

Pick from 9-42 signal types the agent listens for on every company.

Target personas

Define buying roles (e.g. 'Security Leadership: CISO, VP Security, Director of Compliance'). The agent finds up to 3 matching contacts per company.

This is where your three plays diverge: same engine, different segments, signals and personas.

The screenshot shows the 'In-Market' play configuration interface. The top navigation bar includes 'Audience', 'Selling context', 'Outreach', 'Guardrails', and 'Automation'. The 'Audience' tab is active. The main content area is divided into three sections: 'Target companies', 'Signals', and 'Target personas'. The 'Target companies' section has a description and a list of segments, with 'In Market Companies' selected. The 'Signals' section has a description and a list of signal types, with 'Growth metrics', 'Product launch', 'Physical expansion', 'Funding', 'Regulatory approval', and 'Research' selected. The 'Target personas' section has a description and a list of personas, with 'Security Leadership' selected. On the right, a 'Preview' panel shows the steps the agent will follow: 1. Monitor and research companies, 2. Find signals, and 3. Source target personas. The interface also includes 'Update draft' and 'Publish' buttons at the top right.

In-Market Update draft Publish

Audience Selling context Outreach Guardrails Automation

Target companies
Select which company-based segments that will be enrolled to this play for the prospecting agent to monitor and research.

Segments Add segments

In Market Companies ×
Active | Count: 50

Signals
Select which signals the prospecting agent will monitor companies for.

Signals Edit signals

Growth metrics × Product launch × Physical expansion × Funding × Regulatory approval × Research ×
Visitor intent × Strategic partnership × Tech investment ×

Target personas ?
Select personas for the prospecting agent to source contacts from. The agent will find up to 3 contacts matching your personas at each company.

Personas Add personas

Security Leadership ×

Preview
When you "Publish" this play, the agent will follow these steps:

- 1. Monitor and research companies** ✓
Prospecting agent will monitor 50 companies from 1 segment(s).
- 2. Find signals** ✓
The agent will check 50 companies for 9 signal(s).
- 3. Source target personas** ✓
If signals are found, the agent will look for contacts from your HubSpot CRM and Apollo that match your 1 target persona.

Selling context: why the outreach sounds like you

Analyze from website

Point the agent at your site so it pulls products, value proposition and target audience automatically.

What you sell & solve

Plain-English value prop and the pain points you remove.

Products & services

Choose exactly which offerings this play should sell.

Context is the differentiator. Generic AI email fails because it has no context. The agent combines your CRM history, your positioning and live signals, that's what earns replies.

The screenshot shows the 'In-Market' interface with the 'Selling context' tab selected. The main area is titled 'Selling context' and contains several sections for configuring the agent's outreach. On the right, a sidebar shows a progress checklist for the configuration steps.

Selling context
Add details about what the prospecting agent will sell in this play.

Analyze from website
We'll analyze your website to pull in your products, value proposition, and target audience.
https:// sciencefair.com **Analyze website**

What does your company sell?
We help companies pass security audits faster with our suite of compliance products

What is your value proposition?
Vantage automates evidence collection, continuous monitoring, and audit prep so security teams can get compliant in weeks instead of months

What pain points does your company solve?
Manual evidence gathering across dozens of tools. Failed or delayed audits. No continuous monitoring between audit cycles. Scaling compliance as the company grows

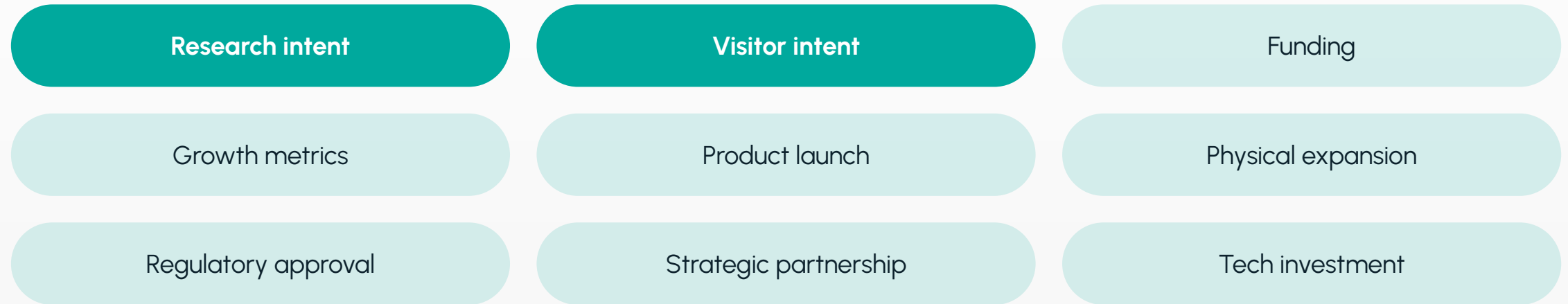
Which products and services do you want to sell?
Compliance Suite Core Vendor Risk Assessment Add on

Progress Checklist:

- 1. Companies: Prospecting agent will monitor 50 companies from 1 segment(s).
- 2. Find signals: The agent will check 50 companies for 9 signal(s). **✓**
- 3. Source target personas: If signals are found, the agent will look for contacts from your HubSpot CRM and Apollo that match your 1 target persona. **✓**
- 4. Craft personalized messaging: The agent will craft personalized messaging based on the selling context analyzed from **✓**

Signals & research intent: the 'why now'

The agent listens for observable changes that say a company might be ready to buy.



Research intent is the sleeper hit: third-party research behaviour shows a company is actively investigating your category. That's before they've filled in a form, visited your site, or heard your name.

Signals automatically feed matching companies into the right play. No list-building, no CSV imports.

FROM SIGNAL TO INSIGHT

Every company arrives researched

'Why you should reach out now'

An AI-written brief connecting the company's signals to your value proposition.

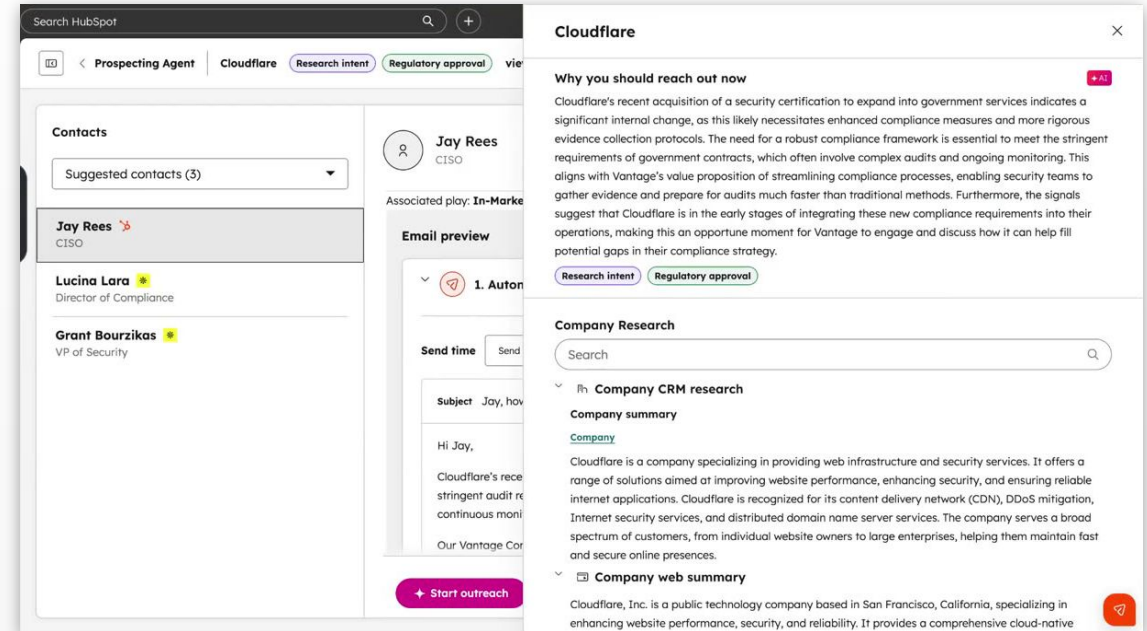
Company CRM research

Summary of what your portal already knows, engagement, history, existing contacts.

Company web summary

Fresh research on the business, compiled by the agent.

Your reps open the account already knowing the angle.
No 20 minutes of tab-hopping per company.



THE PEOPLE

The agent sources the buying committee

Persona matching

The agent looks for your target personas in HubSpot CRM first, then fills the gaps.

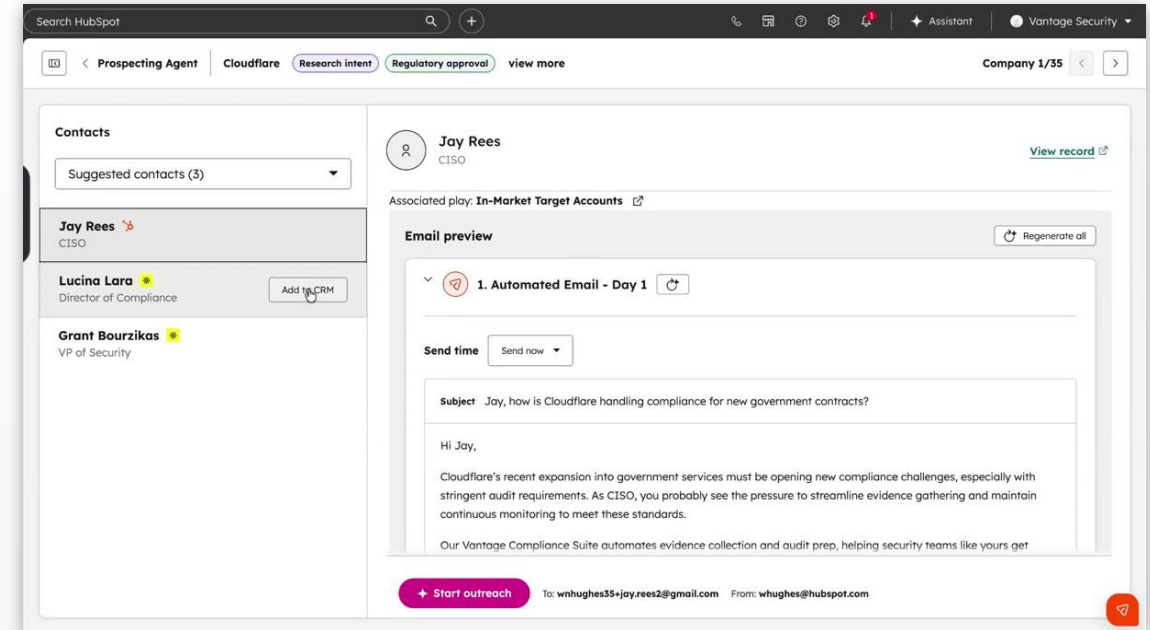
Contact enrichment

Missing decision-makers are sourced and email-enriched via your connected Apollo, Zoominfo, Surfe or Seamless account (More are on the way).

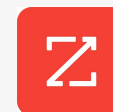
One click to CRM

Suggested contacts (e.g. CISO, Director of Compliance, VP of Security) are added with 'Add to CRM' and the agent automatically composes personalised outreach.

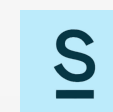
Why it matters: with 6–10 stakeholders in every deal, single-contact outreach loses. The agent builds the committee for you. This is the future of agentic CRM & GTM motions.



Apollo



Zoominfo



Surfe



Seamless

THE OUTREACH

Adaptive, personalised sequences

AI prompt based building blocks

Dynamic subject · personalised opening · value proposition & pain points · call to action. All assembled per contact, per company, per signal. No generic sequencing here.

Multi-step by design

e.g. 4 steps over 14 days, 75% automated, emails plus rep tasks (LinkedIn touch, call).

Adaptive by default, or sequential

Positive engagement triggers a task; replies unenrol automatically; every email can be regenerated before send.
Or... sequential so the content is pre-determined at the point you start the outreach.

The screenshot displays the 'In-Market' outreach configuration interface. At the top, there are tabs for 'Audience', 'Selling context', 'Outreach' (selected), 'Guardrails', and 'Automation'. The 'Outreach' tab shows a 'Select method' dropdown set to 'Sequence'. Below this, a summary table provides key metrics:

TOTAL STEPS	DAYS TO COMPLETE	AUTOMATED STEPS	UNENROLL CRITERIA
4	6	75%	2

The main section, '1. Automated Email - Day 1', shows a template 'Smart outreach email #1' with fields for 'Subject' (Dynamic subject), 'Personalized opening', 'Value proposition & Pain points', and 'Call to action'. To the right, a vertical list of steps is shown with status indicators:

- 1. Find signals** (checked): The agent will check 50 companies for 9 signal(s).
- 2. Source target personas** (checked): If signals are found, the agent will look for contacts from your HubSpot CRM and Apollo that match your 1 target persona.
- 3. Craft personalized messaging** (checked): The agent will craft personalized messaging based on the selling context analyzed from...

At the top right, there are 'Update draft' and 'Publish' buttons.

AI Automation that supports your GTM motions



You review, the agent drafts

Every email sits in a review queue: approve, edit, regenerate, or reject. Nothing sends without you, until you decide it can. Customise the prompts and how it phrases the propositions.



Guardrails

Daily outreach limits, exclusion lists, unenrol criteria and send windows keep the agent inside your rules.



Escalate to humans

Opens, clicks and replies trigger rep tasks: LinkedIn connection, outbound call while interest is warm, deeper personalisation for hot accounts.

Speed of AI, judgement of humans; that's what keeps reply quality high.

*"We share a belief that the next generation of GTM will be built by people and agents working as one system. Agents carry context and learning from outcomes, and people bring judgment, taste, and empathy." ~ **Max Greenwald** · Co-founder & CEO, Warmly*

LET'S RECAP ON PUTTING IT ALL TOGETHER

One agent, three plays configured differently

PLAY	AUDIENCE SEGMENT	KEY SIGNALS	SEQUENCE ANGLE
Net-new target accounts	ICP dream list by geography / industry etc	Growth, funding, product launch, expansion	'Why now' intro built on the trigger event
Research, signal & intent	In-market list auto-built from intent data	Research intent, visitor intent, tech investment	Lead with the problem they're researching
Re-activation / lapsed	Closed-lost + lapsed customer lists filtered by good ICP match	Job changes, restructuring, M&A	'Things have changed' re-open, referencing history

Same engine underneath: signals feed companies in → Apollo sources the people → the agent drafts the outreach.

WHY IT WORKS

Relevance compounds

2×

More meetings booked by teams using Prospecting Agent*

8%

Email response rates – double the ~4% cold benchmark*

90%+

'Humanity score' on AI emails drafted with full CRM context*

The compounding advantage: because the agent lives inside HubSpot, it learns from your closed-won data, which signals convert, which messages land and gets sharper every quarter.

**Based on HubSpot customer data*

THE COMPLETE GTM MOTION

How it all fits together

SIGNALS & PLAYS (Fully automated)

Research intent / re-activation /
net-new signal fires

Match ICP & target market?
Is a good fit & has a need?

Set as target accounts for
research & feed active lists
(segments)

OUTREACH LAYER (Partially automated)

Prospecting Agent researches
company

Apollo enrichment → source key
decision-makers

Review & start adaptive
sequence

ENGAGEMENT LAYER (More manual adjustment)

Positive engagement → rep task:
LinkedIn + call

Deeper research → personalised
follow-up

Meeting booked → create lead

Feeds the bowtie: Awareness → Education → Selection → Mutual Commit – and back round via reactivation

Breeze credits

Outcome based pricing: the prospecting agent, like other agents in HubSpot is funded by Breeze Credits. The exchange rate is outcome based, you only pay for a result.

10

Credits per company to track for signals.

100

Credits to per successful identification and curation for outreach.

£9

Per 1000 credits to top up and thresholds can be set so you don't go over.

Our recommendation: If you currently have 3,000 - 5,000 monthly credits in your subscription our recommendation would be to increase this to a minimum of 10,000 - 20,000 per month which will effectively provide you with x100 - x200 outreach motions which based on a 2% conversion rate would lead to x2 - 4 new deals generated for small increase in subscription cost.

Is HubSpot giving you the visibility you need?

Identify where leads, deals & revenue opportunities are getting stuck inside your HubSpot portal.

Request your free portal audit and we'll come back with key insights and recommendations to help you get more value from your HubSpot.

Get your FREE HubSpot portal audit



THANK YOU

Questions?

Chris Newnham | Revenue Operations Director | chrisnewnham@breckenridge.agency

Slides + the GTM workflow diagram will land in your inbox after the session.

What should we cover next time?

Thanks for coming. We want these sessions to be useful to you!

We welcome suggestions for topics that you would like to cover in future events. They can be top-level or deep-dive, all suggestions are welcome! If you have specific suggestions, please add them in the chat.