

FIVE STEP PLAYBOOK · FOR STAFFING FIRMS

Signal monitoring playbook

A prospect list built once goes stale. Here's how to rebuild yours every week based on real life signals, in five steps.

NAVIGATION · THE METHOD

Five steps to a dynamic lead list built on movement.

A filtered list tells you which companies exist. It doesn't tell you which ones are moving — and movement is what makes a call land. This method adds that layer. You can build this in an afternoon and run it in an hour a week.

- 01 Define who you'd actually call
- 02 Pick signals tied to your offer
- 03 Collect on a fixed cadence
- 04 Enter the signals into Claude with your criteria
- 05 Route it, then close the loop

01 Define who you'd actually call

Start with who you sell to, then write down who to exclude even if they fit that profile. These disqualifiers do the most work. A firm can be a perfect fit and still be the wrong call this quarter. Writing those exclusions down is what keeps your list short enough to work through.

HOW WE RUN IT

We sell to staffing and recruiting firms on Bullhorn carrying more admin and data load than the internal team can absorb. We exclude firms migrating off Bullhorn, and anything already covered by a partner we work alongside.

02 Pick signals tied to your offer

Not every event at a company is worth tracking. A useful signal is a change that creates the problem you solve, and the durable ones take three shapes:

1. Something that creates work
2. Something that exposes a gap already being felt
3. Something that puts someone new in charge of the decision

Pick three or four signals like that and stop there. More than four and you won't keep up with checking for them every week.

HOW WE RUN IT

An acquisition means two databases about to merge, which opens a Clean conversation. A posted job for Bullhorn help means they've priced the problem at a salary. Public friction over ATS support means the gap is already felt. A leadership change means someone new is deciding.

03 Collect on a fixed cadence

Signals go stale fast. An acquisition is worth a call two weeks in and worth nothing six months later, so checking on a fixed schedule matters more than how many signals you collect.

Most of these won't show up in a database automatically. A complaint on a review site or a job posting is public, but nobody's indexing it for you, so someone on your team has to go looking every week.

Capture the date and source with every entry.

HOW WE RUN IT

We sweep weekly and hold to the same four fields every cycle: company, signal, date, source. Consistency is what makes the next step work — an inconsistent input produces a score you can't trust.

04 Enter the signals into Claude with your criteria

This is the step where a raw feed turns into an actual list. You give Claude the week's signals along with your profile, your disqualifiers, and your current account list, then ask it to score each company, write one sentence on why now, and drop anything you're already working.

HOW WE RUN IT

The prompt runs on our criteria, not generic ones, which is why a mid-size firm that closed an acquisition last week outranks a larger firm where nothing's changed. The full prompt is on the next page.

05 Route it, then close the loop

Review before it reaches a rep — the judgment call stays human. Then track which signals actually turn into meetings or deals, and weight those higher next cycle. Stop tracking whatever signal never converts. A signal list that never changes is a list nobody is learning from.

HOW WE RUN IT

The reviewed list goes out with the signal attached, so the opening line references the event rather than the company. What converts gets weighted heavier the following week; what goes quiet gets dropped.

STEP 04 • THE KICKOFF PROMPT

Our prompt example

The work is in being specific about your disqualifiers and strict about what Claude may invent.

Replace the bracketed lines and run it the same day each week.

ROLE

You are building a weekly prospect list for a staffing firm. Work only from the signals pasted below. Do not add companies from your own knowledge and do not fill gaps with assumptions.

OUR PROFILE

[Who you sell to — the firms you'd take a call with tomorrow.]

DISQUALIFIERS — APPLY BEFORE SCORING

[Wrong timing, existing coverage, size floor, partner territory.]

SIGNAL MAP

[Event] → [the conversation it opens]

ACCOUNTS TO SKIP

[Your current accounts and open opportunities.]

THIS WEEK'S SIGNALS

[company | signal | date | source]

RETURN, FOR EACH COMPANY

1. A score of 1–5, disqualifiers applied first
2. One sentence on why now, naming the signal and its date
3. Which conversation from the signal map it opens
4. A one-line opening that references the event, not the company
5. Confidence: high or low — low if the source is thin or stale

RULES

Rank by score. Drop anything below 3 or matching a disqualifier, then list what you dropped and why. Never invent a signal, date or source — if a field is missing from the input, say so.

WORKED EXAMPLE

Our example signal map

These are the four events we track, and the conversation each one opens. Yours will differ. The real test is whether each one earns a call you could make.

Completed an acquisition

Two companies' databases are about to merge, which opens a data consolidation conversation.

Posted a job for Bullhorn help

They've already priced the problem at a salary, which means we can offer to cover it fractionally starting now.

Public friction over ATS support

The gap is already being felt, and said out loud where anyone can see it. That's a support conversation.

Announced a leadership change

Whoever's new is likely rethinking priorities, and open to doing things differently than the last person did.

SWAP FIRST**The disqualifiers**

Vague exclusions are why most lists come back too long to act on.

SWAP SECOND**The signal map**

If an event doesn't map to a conversation you can have, it isn't a signal for you.

**KEEP AS
WRITTEN****The rules block**

The instructions against inventing signals are what make the output safe to hand a rep.

WHAT CHANGES

Your reps stop opening cold.

Every name arrives with a reason attached and a date on it. Not more leads — leads where something just happened. If you'd rather not run the sweep yourself, we operate it as a service.



PLOT A COURSE

The future belongs to firms that can adapt.

We're a Bullhorn partner built around a different model: embedded, outcome-focused, for as long as you need us.

Your Bullhorn, navigated by people who know the terrain.

Get in touch →

broadandmadison.com/contact