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// SPEED-TO-LEAD SERIES

# The Hot-Lead Ping

The 20-minute build that makes sure **no hot demo request ever waits.**

A lead comes in. Claude scores it in seconds. If it clears the bar, a rep gets one Slack ping worth dropping their lunch for. Everything to build it is in here.

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## WHAT'S INSIDE

### 01 The build, step by step.

Make scenario, plus HubSpot and Pipedrive triggers.

### 02 The full Claude prompt.

Copy-paste, with a worked example. The whole secret.

### 03 The Slack ping format.

Score, why, and the first move. Actionable from a phone.

### 04 The threshold rule.

How to keep the ping sacred instead of noisy.

## 01 Why this exists

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Your best leads have a shelf life measured in minutes. A founder or a VP fills out your demo form, then keeps browsing three competitors in the other tabs. The first real human to reach them usually wins the meeting. Not the best product. The fastest reply.

Most SaaS teams lose here quietly. The form submission lands in a CRM, waits for someone to notice, gets eyeballed hours later. And by then the buyer has cooled or booked with someone else. The fix is not more hustle and sweat from your reps. It is a system that taps a rep on the shoulder the moment a lead is worth interrupting a tasty lunch for.

# 29+ hrs

is how long the average B2B lead waits for a first response. <sup>[1]</sup> **The bar to beat your market is low.**

## // THE RESEARCH ON RESPONSE SPEED

# 7x

more likely to **qualify a lead** when you respond within the hour, and 60x more than teams that wait a day. <sup>[2]</sup>

# 63.5%

of companies **never respond to a lead at all.** Not slowly. Never. <sup>[1]</sup>

The 29-hour average and the 63.5% no-response rate come from a 2024 RevenueHero study of more than 1,000 B2B sales teams. <sup>[1]</sup> The bar to beat your market is low. You just have to actually be first. Our standard for this build: five minutes, form fill to rep ping.

**Note on numbers.** Every figure above is from published research, cited in full at the end. We do not round these up or dress them. Your own speed-to-lead lift depends on your funnel. The point is direction and size, not a promise.

This playbook builds the smallest possible version of that speed advantage: a scoring gate plus one clean alert. It is one bolt. It is also the bolt that stops the most obvious leak first.

## 02 The build, 20 minutes

One Make scenario, five modules. A lead hits a webhook, Claude scores it, a router checks the score, and the rep gets a ping only if it clears the bar. Here is the whole flow.



THE MAKE SCENARIO – FIVE MODULES, ONE PATH TO A PING.

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**MODULE 1  
TRIGGER**

New lead webhook (see CRM variants below).

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**MODULE 2  
CLAUDE**

Anthropic action **Create a message** (or an HTTP POST to `api.anthropic.com/v1/messages`). Model **claude-haiku-4-5** is fast and cheap enough to run on every lead. Put the scoring prompt in the system field, the lead fields in the user message, and set max tokens to about 400. Upgrade to **claude-sonnet-4-6** if your leads need tougher judgment.

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**MODULE 3  
PARSE JSON**

Run it on Claude's reply, so **score**, **reasons**, and **slack\_summary** become fields you can map.

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**MODULE 4  
ROUTER**

One filter, **score ≥ 80**. Everything below just stops. No ping, no noise.

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**MODULE 5  
SLACK**

Action **Create a message** to your hot-leads channel or a direct message to the rep on rotation.

// **MODULE 1 – PICK YOUR CRM TRIGGER**

● **HUBSPOT**

- 01 Demo request form
- 02 Workflow, webhook action
- 03 Make custom webhook

Build a workflow triggered by the form submission. Add a webhook action that POSTs the contact's fields to your Make webhook URL. Or skip the workflow and use Make's native **Watch form submissions** trigger.

● **PIPEDRIVE**

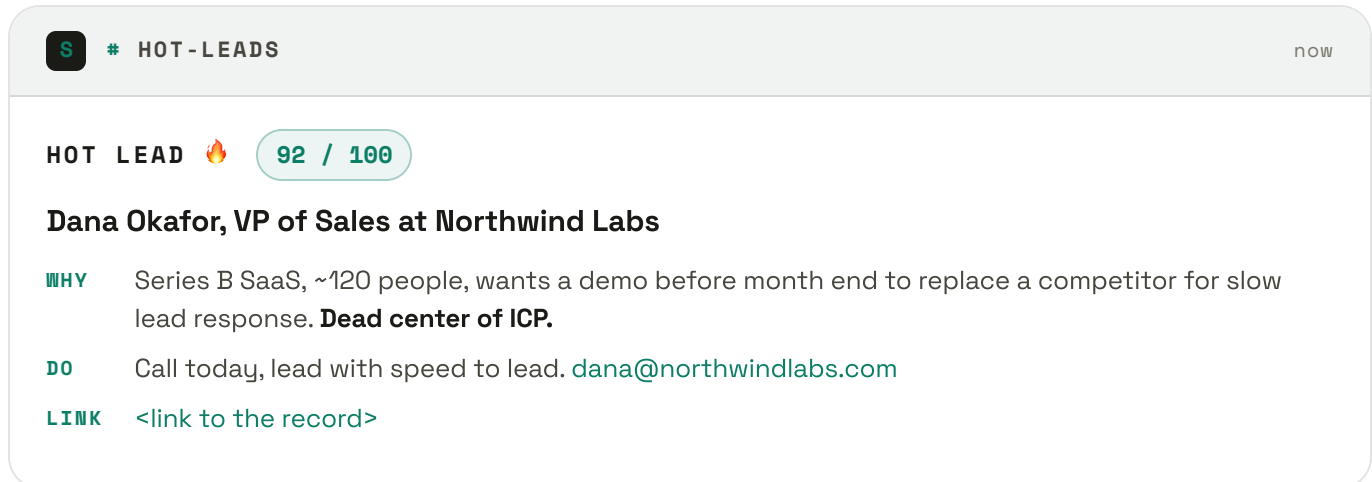
- 01 New lead or deal
- 02 Watch in Make
- 03 Scenario runs

Use Make's Pipedrive **Watch new leads** (or new deals) trigger to start the scenario the moment a record is created. Prefer instant fires? Point a Pipedrive webhook at a Make custom webhook instead.

Either way, module 1 hands the same thing to Claude: the lead's fields. Name, email, company, title, whatever the form collects, plus any enrichment you already have. Claude does the rest.

## 03 The ping a rep will act on

The alert has one job: give a rep enough to act from their phone, without opening anything. Name, company, score, the one line on why it scored high, and the first move. That is the whole message.



**HOT LEAD** 🔥 **92 / 100**

**Dana Okafor, VP of Sales at Northwind Labs**

**WHY** Series B SaaS, ~120 people, wants a demo before month end to replace a competitor for slow lead response. **Dead center of ICP.**

**DO** Call today, lead with speed to lead. [dana@northwindlabs.com](mailto:dana@northwindlabs.com)

**LINK** <link to the record>

### // FIELD MAPPING IN THE SLACK MODULE

LINE	CONTENT
Line 1	<code>HOT LEAD · {{score}} / 100</code>
Line 2	<code>{{name}}, {{title}} at {{company}}</code>
Why	<code>{{reasons[0]}}</code> (or the fuller <code>{{slack_summary}}</code> )
Do	<code>{{slack_summary}}</code> — carries the suggested first action
Contact	<code>{{email}}</code> — so the rep can reply in one tap
Link	<code>{{record}}</code> — so the rep can trace the breadcrumbs

**Why it works:** the rep never has to log in to decide. The score earns the interruption, the "why" builds trust in the score, and the "do" removes the one second of hesitation that lets a lead go cold. That one-line summary is written by Claude, in the next section.



**House rule for the message:** keep it plain text. No walls of detail, no links the rep has to chase. If it does not fit on a phone lock screen, it is too long. The ping is a tap on the shoulder, not a report.

## 04 The Claude scoring prompt

This is the whole thing. Paste it into the system field of your Anthropic module and fill in the brackets. It is written to be strict on purpose. A 90 should be rare.

● SYSTEM PROMPT

PASTE AS-IS · FILL EVERY [BRACKET]

# Fill in every [BRACKET].

You are the lead-qualification gate for [COMPANY], which sells [PRODUCT] to [ICP, e.g. "revenue-stage B2B SaaS founders running teams under 50"].

Your job: score ONE inbound lead from 0 to 100 on how likely it is to become a real sales conversation worth a rep dropping everything for. Then explain why, in one line a rep can read on their phone.

You will receive the lead as fields. Score only on what is given: [LIST THE FIELDS YOUR FORM COLLECTS, e.g.]

- name, email, company, job\_title, company\_size
- message # "what are you trying to solve"
- source # demo request, pricing page, contact form
- [any enrichment you have: industry, revenue, tech stack]

Score against these criteria. Weight ICP fit and urgency the most.

**ICP FIT** : is this the buyer?

- Industry: [YOUR TARGET INDUSTRIES]. Adjacent counts. Off-target does not.
- Size: [YOUR RANGE, e.g. 10 to 200 employees].
- Role seniority: founder, C-level, VP, or head of [FUNCTION] scores highest. An individual contributor or unclear title scores lower.

**URGENCY SIGNALS** : are they ready now? Raise the score when present.

- Buying language: "looking to buy", "need this by", "evaluating vendors".
- A timeline: any month or quarter, "this week", "ASAP", "before [event]".
- Competitor mention: a tool they use now or want to switch from.
- A specific named pain that matches [PRODUCT].

**DISQUALIFIERS** : cap the score at 20 or below when clearly present.

- Students, researchers, or job seekers.
- Vendors, agencies, or anyone selling TO us.
- Wrong geography: outside [YOUR SERVED REGIONS].
- Obvious spam, gibberish, or a personal email with no company and no message.

## RULES

- If a hard disqualifier is present, score 20 or below no matter the rest.
- If ICP fit is strong AND at least one urgency signal is present, score 80+.
- Do not invent facts. A missing field is "unknown", not a negative, unless it is a disqualifier.
- Be strict. A 90 means a rep should stop what they are doing. Reserve it.

## OUTPUT

Return strict JSON and nothing else, in exactly this shape:

```
{
  "score": 0,
  "reasons": ["short reason", "short reason", "short reason"],
  "slack_summary": "one sentence naming the company, why it scored
                    high, and the first thing the rep should do"
}
```



**Pro tip.** Create Claude skills with these and reference those skills, so you have a single source of truth for other prompts and automations.

// A WORKED EXAMPLE, SO YOU CAN SEE THE SHAPE

● INPUT

USER MESSAGE

```
name: Dana Okafor
job_title: VP of Sales
company: Northwind Labs
company_size: ~120 (Series B B2B SaaS)
source: demo request
message: "Evaluating vendors this quarter to fix slow lead
         response. On [Competitor] now. Want a demo before end of month."
```

```
{
  "score": 92,
  "reasons": [
    "VP of Sales at a 120-person B2B SaaS company, dead center of ICP",
    "Explicit buying window this quarter, plus a demo before month end",
    "Names a competitor to replace, pain matches the product"
  ],
  "slack_summary": "Northwind Labs (Series B SaaS, ~120) wants a
  demo before month end to replace [Competitor] for slow lead
  response. Call Dana, VP Sales, today and lead with speed to lead."
}
```

## 05 The threshold is the whole game

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A speed advantage only survives if the rep trusts the ping. The moment it cries wolf, they mute the channel, and you are back to leads going cold. So be picky on purpose.

- ✓ **Start high. 80 or above.** The ping should only fire when a rep would actually stop eating lunch for it. If everything pings, nothing is hot. Begin strict and earn the rep's attention.
- ✓ **Loosen only if it goes quiet.** If a full week passes with no pings and you know good leads came in, drop the bar a few points and watch. Tune down slowly. Never up in a panic.

The trap in one line: an alert that fires often becomes noise, noise gets muted, and a muted alert is just the old problem wearing a new coat. **Protect the ping like it is the product. It is.**

## 06 What this does not solve

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Be honest about the edges. This ping makes sure a hot lead is seen fast. It does not decide who owns the lead, it does not fill in the missing company data a rep needs before dialing, and it does not run the five follow-ups it takes to actually book the meeting.

Routing, enrichment, and follow-up cadence are the next three constraints, and each one is its own bolt. The ping just stops the most expensive leak first: a great lead sitting untouched while it cools.

// THE WHOLE MACHINE

## Want the whole machine mapped?

This ping is one piece of a sales system that runs your pipeline without you. I will map the whole thing, free, in a **Sales Audit**: where your pipeline actually leaks and the top thing to fix first. You walk away with the **Sales System Blueprint**, same day, yours to keep either way.

**Book a free Sales Audit** [go.unlocktheroi.com/audit](https://go.unlocktheroi.com/audit)

**Coming shortly — The Speed-to-Lead Playbook.** The full recipe behind this ping: how a B2B SaaS team roughly doubled sales throughput by killing manual lead handling. This micro-playbook is the first bolt from it.

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### SOURCES

- [1] B2B Lead Response Times, RevenueHero, 2024. Study of 1,000+ B2B sales teams: average first response 29+ hours; 63.5% of companies never responded at all. [revenuehero.io/blog/b2b-lead-response-times](https://revenuehero.io/blog/b2b-lead-response-times)
- [2] "The Short Life of Online Sales Leads," Harvard Business Review, March 2011. Oldroyd, McElheran, Elkington. Contacting a lead within one hour: about 7× the odds of qualifying it versus an hour later, and more than 60× versus waiting a day or longer. [hbr.org/2011/03/the-short-life-of-online-sales-leads](https://hbr.org/2011/03/the-short-life-of-online-sales-leads)



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