MONICA ACADEMY · EPISODE 2 · PROSPECTING SYSTEM

Why do 5,000 “qualified” leads never reply?

A filter tells you who could buy. It doesn't tell you who has a reason to buy this week. Run Frontal's free 10-step prospecting system in Claude Code, so it decides who to email, who inside each company, and when.

The episode, the downloads and the copy buttons: immonica.com/academy/prospecting-system

THE CASE

What Frontal says this system did.

Figures from Alex Vacca's guide on X (November 2026). Alex co-founded Frontal, which says it has run GTM for more than 300 B2B tech companies. The public version of its system is a free, MIT-licensed repo: one folder with 14 skills that runs in Claude Code.

Aircall

3,655 accounts in one Salesforce database

Six months after hiring Frontal, while paying ZoomInfo, Apollo, Lusha and Cognism at once. The database refreshes itself.

Teikametrics

100+ hours back every month

The BDRs carried the work between Apollo, HubSpot and SmartScout by hand. Manual list building went to zero.

Emails

85 to 90% of emails found

Prospeo first, LeadMagic second, FullEnrich third, every miss going to the next. Across more than 1,000 lists.

THE TEN STEPS

Who to email, who inside each company, and when.

Each step: what to do, and the rule to keep.

1

1 · Give your database one job

Keep Apollo, and give it the job it does well. Rule: Apollo pulls the companies that match your filters. Who to email and what to say, your system decides.

2

2 · What your team knows, in one folder

A context folder, a skills folder and an instructions file the AI always reads. Rule: Claude has to run every tool you keep from one instruction. If it can't, it goes.

3

3 · Write what a good account looks like

Spend more time here than on choosing tools. Rule: your ideal customer in five parts you can check from the outside, taken from your last 30 to 50 closed-won deals.

4

4 · A written rule for every signal

What event counts, and why it matters to your offer. Rule: an announced signal can go in the email. A watched one ranks the list and never goes in the email.

5

5 · Every repeated decision becomes a skill

Saved instructions the AI follows the same way every time. Rule: 10/80/10. A person decides the task, the skill does 80%, and a person checks the last 10%.

6

6 · Connect your data sources

Apollo stays, as one provider you call by API. Rule: emails run as a waterfall (if one provider misses, the next one tries), and every person gets their own API key with spend alerts.

7

7 · Run it on one account

You get the plan for that account and an email for each person, as a draft. Rule: start with an account you know by heart. If it gets that one wrong, you'll notice.

8

8 · Review before anything goes out

Check every account by hand before anything sends. Rule: five checks (the evidence, known vs. assumed, the person, the angle, a verified email), and 25 companies by hand before 5,000.

9

9 · Everything you learn, in one log

Sales, marketing and the team that serves the customer read and write the same record. Rule: before writing anything new, Claude reads what already worked.

10

10 · The whole team, the same system

Everyone pulls the same version. Rule: one repo, one owner per skill who checks every change, and the API keys out of the repo.

STEPS 1 AND 3 · THE LIVE RUN

3,961 law firms match. Which ones have a reason this week?

We ran the system live in Claude Code, with URPE AI Lab as the company selling. The prospects: real law firms in Apollo with 11 to 200 employees in Georgia, Texas and Florida. Nothing was sent to anyone.

FILTER IN APOLLO	COMPANIES
No filters	27.2M
Industry: Law Practice	305.0K
Country: United States	114.6K
11 to 200 employees	19.0K
Georgia, Texas and Florida	3,961

Apollo's count, recorded on November 26, 2026: “1 - 25 of 3,961.” Every one of them matches the filters. No filter says which of them is hiring, raising money or changing its sales leader this week.

STEP 1 · SAME SIZE, DIFFERENT WEEK

Two companies, two emails

Same headcount, same industry, same country. One is hiring its first sales team. The other already has one that works. They need different offers, so each one gets its own email.

WHAT THE DATABASE DOESN'T HOLD

Three things only your team knows

1. What you help with, in your buyer's words. 2. Which clients were a good fit, and why each one worked. 3. What they needed the week they signed.

STEP 3 · THE CONTEXT FILE

A good account, in five parts you can check.

Each part can be checked from the outside, on a website, a job board or a LinkedIn page, and each one carries its evidence from your closed-won deals.

Part 1

Who can buy

The companies that could buy from you.

Part 2

Who owns the problem

The person whose job the problem is.

Part 3

What triggers it

The event that gives them a reason this week.

Part 4

What rules it out

The disqualifiers: who never belongs on the list.

Part 5

How big the market is

The real count in Apollo, written down before you build anything.

The five moves: pull your last 30 to 50 closed-won deals, the evidence for everything else. Write the five parts. Pull the real count in Apollo. Rank your sources, so the AI knows which one wins when two disagree. Keep the file in GitHub, so you can see what changed the day the results change.

STEP 4 · ANNOUNCED VS WATCHED

Every signal gets a written rule.

What kind of event counts, and why it matters to your offer. Then separate what you know from what you assume: a company hiring salespeople gives you something to investigate. It doesn't tell you their prospecting is broken.

ANNOUNCED

The company made it public

A raise, a new sales leader or a job post. It can go in the email.

WATCHED

You saw it in your own tools

Like visits to your pricing page. It ranks the list, and it never goes in the email.

Every finding carries a quote, a date and a link. For a job post: open it, check it's still live and read the responsibilities. That's where the task you can help with is.

STEPS 5 AND 6 · SKILLS AND DATA

One file, one job. One key per person.

A skill is a set of saved instructions the AI follows the same way every time. Write one for every decision your team repeats.

A skill

Four parts

The task, the information it needs, the tools it uses and what it hands back.

Three answers

Reason, why, gaps

Is there a reason to contact this company? Why does it think so? What's missing, so your team checks it by hand?

The order

Five starter skills

Account fit, the signal, the person, the angle and the email.

The waterfall

Prospeo, LeadMagic, FullEnrich

If the first provider doesn't find the email, the second one tries, then the third.

Around Apollo go three jobs: a signal reader for job posts, news and company pages; a step that recommends who to email and how; and the email waterfall. Every person gets their own API key, with spend alerts.

STEP 8 · THE REVIEW

Five checks before anything goes out.

Do it by hand first: 25 companies before 5,000. Each check comes with the prompt that fixes it.

Check 1 · The evidence

Every signal links to its source, and the source is still live.

> For every signal on this account, open the source, confirm it's still live, and drop any signal without a quote, a date and a link.

Check 2 · Known vs assumed

The email says only what the source says.

> Rewrite this email so every claim comes from a source I can open. Flag anything you inferred and take it out.

Check 3 · The person

You can explain why the problem is theirs.

> Explain in one sentence why this problem belongs to this person. If you can't, pick someone else at the account and tell me why.

Check 4 · The angle

It matches that person's signal.

> Check that the angle of this email matches this person's signal. If it doesn't, rewrite the opening around the signal.

Check 5 · The email

It came back verified from the waterfall.

> Keep only contacts whose email came back verified from the waterfall. List the ones that didn't, and which provider missed them.

KEEP OFF THE AGENTS

Four jobs stay with a person

Your API keys, the first pass at fixing errors, deciding which accounts don't deserve an email, and the call itself.

STEPS 9 AND 10 · ONE RECORD, ONE SYSTEM

What you learn goes back in.

Sales, marketing and the team that serves the customer read and write the same record. Every reply, every call and every sale goes back into it.

One record

Five fields per account

What the company does, who you talked to, what they said, what you offered and what happened next.

One line

In Claude's instructions

“Before you write anything new, read what already worked.”

One repo

The same version for everyone

Your best rep and a new hire run the same skills. Each person's API keys stay out of the repo.

One owner

Per skill

Who checks every change. In Alex Vacca's words: “You need to have a clear ownership or everyone will end up making their own changes.”

MAKE IT YOURS

The exact prompts for Claude, step by step.

Swap the parts in [brackets] for your own. They're written for Claude Code with Frontal's repo open, and they work in any assistant that can read what you paste.

1 · One job for your database

> These are the filters I use today: [paste your filters]. Separate what the database should decide from what my team should decide.

2 · The folder

> I cloned github.com/Frontal-so/gtm-os. Explain what each skill in this repo does, and which ones fit the way I sell: [how you sell].

3 · A good account

> Here are my last closed-won deals: [paste 30 to 50]. Write my ideal customer in five parts: who can buy, who owns the problem, what triggers it, what rules it out and how big the market is. Give me the evidence for each part.

4 · Signal rules

> Write the rule for my three main buying signals: [signal 1], [signal 2], [signal 3]. For each one: what counts, what doesn't count, and why.

5 · A skill

> Turn this into a skill: [the decision my team makes from memory most often].

6 · Your data sources

> Connect the tools I already open every day first: [list them].

7 · One account

> Run the system first on one account I know by heart: [company name and website].

8 · The review

> Give me back every account with the five checks marked (evidence, known vs. assumed, the person, the angle, the email) and what's missing in each one.

9 · The log

> Create an account log with five fields: what the company does, who we talked to, what they said, what we offered and what happened next. Read it before every new email.

10 · The team

> Before I share this folder with the team, list every skill in it so I can pick one owner for each.

Step 7 first on an account you know: if it gets that one wrong, you'll notice. Nothing sends on its own; every email stays a draft until a person reviews it.

Start with one account you know.

Clone the repo, write your context file from your last closed-won deals and run the system on one account you know. Everything else comes later.

Method and figures: Alex Vacca's guide on X, “How To Build Your Own Prospecting System With AI”, and Frontal's free repo. Not affiliated with Frontal. Live run in November 2026; nothing was sent to any prospect.