Prospecting sprint

Turn an account list into a clear reason to start a conversation.

Choose five fitting accounts. Record a current trigger for each; treat the problem as a hypothesis. Schedule outreach and follow-up.

COMPLETED EXAMPLE - FICTIONAL

Account: Northlight Cloud, 180 employees. Trigger: five open CS roles (careers page, 14 Sep). Hypothesis: handoffs require more effort. Persona: Head of CS. Next step: partner introduction on 22 Sep; ask about handoff time.

Week / owner	ICP / segment / goal

1 Prioritize five accounts

Account + specific ICP fit	Observed trigger + source / date	Persona + problem hypothesis	Priority + next step

Focus account and reason

Prospecting sprint

Continue the worksheet. Separate facts, assumptions and commitments.

Focus account / contact

Channel / checked on

2 One message with one next step

Observation: Which verified trigger makes the message relevant?

Hypothesis + value: Which question and relevant example?

Invitation: What is the small, specific next action?

3 Execute and learn

Action / channel	Date + owner	Response / next decision

What did you learn? What will change in the next sprint?

COMPLETION CHECK

- [ ] ICP fit is supported by a specific reason.
- [ ] The trigger is observed and current.
- [ ] The target role matches the problem.
- [ ] The message offers value and a clear next step.
- [ ] The contact channel has been checked and time for outreach is scheduled.