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FREE AGENT GUIDE

Hiring Signal Play

Turn a company's own VP Sales or SDR Manager job posting into a timed, multi-touch outreach play that hits while their hiring budget is still fresh.

What it does

A company posting a VP Sales, CRO, RevOps lead, or SDR Manager job is telling you exactly what it's about to invest in. Hiring Signal Play is a Claude Code skill that turns that job posting into an actual outreach play: who to contact, in what order, and when, timed to two real windows, the two weeks right after the posting goes up (when the CEO or founder just approved the budget) and the first 30 to 90 days after the role is filled (when the new hire is evaluating every tool in the stack).

We tested it on an invented company, a 42-person construction-tech SaaS business that posted a VP of Sales and an SDR Manager in the same week. The skill correctly read that as a stronger signal than either posting alone, built a role-to-relevance table, laid out a 12-week touch calendar dated from the actual test date, and wrote a CEO outreach email, two new-hire outreach emails, LinkedIn touch copy, and a week-12 breakup message, all specific to the invented company and its industry. The shoot script's claim holds up: this genuinely turns a hiring signal into a targeted, timed play, not generic sales advice.

The honest caveat: the repo's own README leads with two install paths that don't work. Its "recommended" path (`gh skill install ...`) depends on a `gh skill` subcommand that isn't part of any released GitHub CLI, so it fails immediately. Its "curated" installer script (`cc-gtm.py`) has a real Python syntax error and won't run on Python 3.9 or 3.11, both common default versions. The skill itself is fine once it's actually on disk, you just have to skip straight to copying the folder by hand, which is what the section below does.

Who it is for

Anyone running B2B outbound who wants to stop cold-calling into accounts at random and start prioritizing the ones actively signaling they're about to spend on sales tools, right as the person with the budget or the new hire with the mandate is most open to hearing from you.

Before you start

- Claude Code installed and working on your machine
- Git installed (to clone the source repo)
- No API key, no paid account, no signup of any kind, this skill is pure markdown and runs on Claude Code alone
- Install took about 5 minutes in testing once the two broken install paths were skipped

Install

Step 1: Clone the source repo

This downloads the full skills library to your machine so you can copy out just the one skill you want.

```
git clone https://github.com/LeadMagic/gtm-skills.git
```

Step 2: Copy the skill into your project

This puts the Hiring Signal Play skill where Claude Code looks for project skills. Run this from inside the project folder where you want to use it.

```
mkdir -p .claude/skills
cp -r gtm-skills/skills/sales-plays/hiring-signal-play .claude/skills/hiring-signal-play
```

Step 3: Confirm Claude Code sees it

Open Claude Code in that project folder and ask it to list its available skills, or just go straight to Run it below, either confirms the install worked.

```
claude
```

Run it

Sample prompt used in testing:

> Run a hiring signal play for Vantorra Systems, a 42-person B2B SaaS company (project management software for construction firms). They just posted two job openings on LinkedIn this week: a VP of Sales and an SDR Manager. Use the hiring-signal-play skill. Print the full deliverable directly in your response.

Abbreviated real output:

```
# Hiring Signal Outbound Play: Vantorra Systems

## 1. Signal Diagnosis
Two GTM roles posted the same week is a stronger signal than either
alone: this reads as a company outgrowing founder-led sales, not a
simple backfill. Priority: High.

## 2. Role-to-Relevance Mapping
Hiring Manager: VP of Sales (posted)
Scaler: SDR Manager (posted)
Builder: RevOps/Sales Ops (not yet posted, flagged to watch in 30-60 days)

## 5. CEO/Founder Outreach Template
Subject: Saw the VP Sales + SDR Manager roles, quick question
...references the pair of postings specifically, insight-first, no pitch

## 8. Breakup Template (week 12)
Subject: Assuming you've got this covered
...
```

The full output included a dated 12-week multi-thread touch calendar, two new-hire email templates written to reference the hire's presumed prior company, LinkedIn connection and DM copy, and a measurement plan with leading and lagging indicators.

Troubleshooting

gh skill install fails with "unknown command 'skill' for 'gh'". This is expected, that command isn't part of any released GitHub CLI as of testing. Skip it and use the manual copy in Step 2 instead.

scripts/cc-gtm.py fails with a SyntaxError about an f-string and a backslash. Confirmed on Python 3.9.6 and 3.11.16. Don't run this script, it needs a much newer Python than most machines have as default. The manual copy in Step 2 does the exact same thing this script would have done.

Claude Code asks for permission before writing the output file. Approve the Write prompt when it appears, or ask it to print the deliverable in the chat first if you just want to see it work before saving

anything.

The skill's own `scripts/check-output.py` says your output is missing sections even when it looks complete. It's broken, its required headings ("Framework Basis", "Recommendation", "Implementation Steps", "Metrics") don't match the skill's own template or its actual output format. Ignore it and judge the output against the Output Format section in `SKILL.md` instead.

Credit

Built by LeadMagic (<https://github.com/LeadMagic/gtm-skills>), MIT license, 53 stars at test time (2026-09-24). Correction to the repo's own docs: the README's "Recommended path: GitHub CLI" install command does not work as written, and `scripts/cc-gtm.py` throws a syntax error on common Python versions. The manual copy path above is the one that actually works.

The full write-up, with the PDF and every guide, lives free at learnaiwithdany.com. Comment **HIRING** on the video to get this link sent to you directly.

RECAP

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