



Intelligence-Driven Sales with FeedMe Pro

# INTELLIGENCE-DRIVEN SALES

## with FeedMe Pro

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*Finding the 2% — Economic Gardening Principles for High-Probability Sales*

### The Intelligence Advantage

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Traditional sales and marketing operate on a simple but deeply flawed assumption: that enough exposure creates motivation. Flood the market with cold calls, ad campaigns, direct mail, and banner ads — and eventually enough prospects will respond to make the effort worthwhile. The numbers tell a different story.

Email campaigns, direct mail, and cold calling all converge on the same result: roughly 2% effectiveness. Which means **98% of every sales effort is wasted on companies that are simply not in the market.**

***Economic Gardening's central insight: the 2% who are buying are identifiable — if you know what to look for.***

This is the foundation of intelligence-driven sales. Rather than pushing messages at the entire market and hoping to stumble onto the 2%, FeedMe Pro monitors the signals that the 2% are broadcasting right now — and puts your sales team in front of them before your competitors even know there's an opportunity.

### Economic Gardening Principles for Finding the 2%

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Economic Gardening is an approach to business development built around the idea that selling into stable environments is a low-probability exercise. Its foundational principles reframe how sales intelligence should work.

## The Sales Window

Every purchase decision follows the same four-step process, regardless of whether the buyer is procuring a million-dollar manufacturing system or a convenience store snack:

<b>1. MOTIVATION</b> Something changes. A new need or problem emerges.	<b>2. INVESTIGATION</b> The buyer explores what options exist.	<b>3. EVALUATION</b> Options are compared against criteria.	<b>4. SELECTION</b> A purchase is made.
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The period from motivation through selection is the **sales window** — the window during which a sale is actually possible. Contacting a prospect inside their sales window is a high-probability event. Contacting them outside that window — when they are stable, satisfied with current vendors, and not looking — is a low-probability, expensive, and largely futile exercise.

Traditional marketing focuses on Step 1 (creating motivation) and Step 4 (closing). Economic Gardening focuses on Step 2 — intercepting buyers who are already motivated and actively investigating their options. This is called intercept marketing, and it is the core methodology behind FeedMe Pro.

## The 2% Factor

On any given day, roughly 98% of your potential market is not buying. They have established vendor relationships, working equipment, functioning software, and no motivation to change. The remaining 2% — those actually in the market — have experienced a change prompting an active purchase decision.

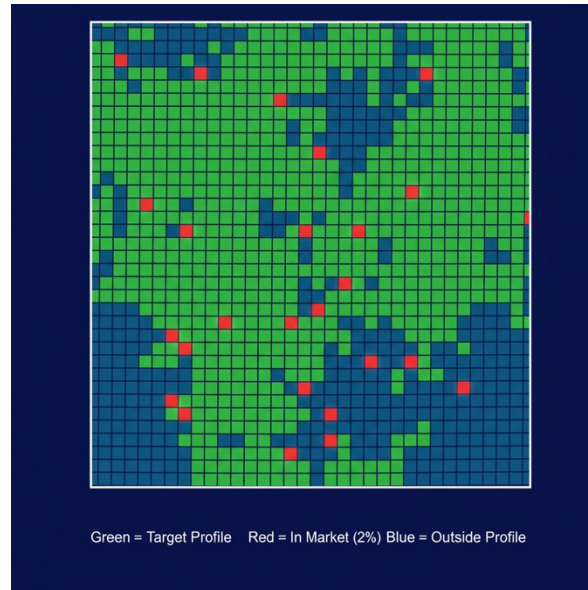
Consider the challenge this creates for traditional outbound sales. If your universe is 1,000 target companies, approximately 20 of them are currently in the market. A cold-call salesperson who works sequentially through that list will make roughly 1,000 calls over the course of a year before reaching all 20.



*The Battleship problem: traditional cold calling works its way across the entire board before finding the targets.*

Economic Gardening uses the Battleship analogy to illustrate the problem. In Battleship, you try to locate your opponent's ships by calling out grid coordinates one at a time — A1, A2, A3 — working across the board blindly until you stumble onto a hit. Traditional cold calling works exactly the same way: systematic, inefficient, and volume-based.

The Battleship style board below represents your target market. Blue squares are companies outside your target profile. Green squares are companies that fit the profile. **Red squares represent the 2% currently in the market.** The sales intelligence question is: how do you find the red squares without first calling every green and blue square?



*FeedMe Pro finds the red squares.*

The answer: signals of change. The 2% who are in the market are broadcasting public signals that something has changed in their company or environment. These signals are visible — in news feeds, press releases, job postings, regulatory filings, and business publications — if you know where to look and what to look for.

FeedMe Pro is designed to continuously monitor exactly these signals across your entire target market.

## Intercept Marketing

Economic Gardening's innovation is intercept marketing: rather than creating motivation, it targets buyers who are already motivated and finds them in the channels where they conduct their investigations.

There are three primary channels where buyers investigate options:

- Outbound — direct contact with companies showing public signals of change
- Inbound — showing up in web searches when buyers are actively looking for solutions
- Watering holes — industry events, conferences, and online communities where buyers gather

***FeedMe Pro supports all three channels — but its primary function is to identify companies that have already crossed into the investigation stage so your outbound team can prioritize them immediately.***

# Signals of Change: What They Are and Why They Matter

Economic Gardening tracks over 25 categories of change. All of them share a common characteristic: they indicate that something has disrupted the status quo at a company, which means vendor relationships, technology choices, and purchasing decisions are all back on the table.

The reasoning is straightforward. Selling into a stable environment is a low-probability exercise because the buyer has no motivation to change. They have established vendors, known processes, and a risk calculus that favors staying put — switching vendors means proposing change to management, requesting budget approval, and taking personal career risk if the change fails. Change events dissolve these barriers. The old stability is gone. A new configuration is coming.

The categories below represent the primary signals FeedMe Pro monitors. Each one opens a specific type of sales window, and understanding what each signal indicates helps sales teams craft relevant outreach.

<p><b>Organizational Changes</b></p> <ul style="list-style-type: none"> <li>• Merger &amp; acquisition</li> <li>• Name change / rebranding</li> <li>• Board of Directors change</li> <li>• Joint venture / partnership</li> </ul>	<p><b>Staff Changes</b></p> <ul style="list-style-type: none"> <li>• New CEO or executive hire</li> <li>• Executive departures</li> <li>• Increased hiring in specialty areas</li> <li>• Hiring velocity increase</li> </ul>
<p><b>Building Changes</b></p> <ul style="list-style-type: none"> <li>• New construction</li> <li>• Moving or expanding location</li> <li>• Expanding onsite</li> <li>• Consolidation to central site</li> </ul>	<p><b>Problems &amp; Disruptions</b></p> <ul style="list-style-type: none"> <li>• Lawsuit / regulatory action</li> <li>• Product recall / delayed release</li> <li>• Data breach</li> <li>• Facility closure / layoffs</li> </ul>
<p><b>Growth Indicators</b></p> <ul style="list-style-type: none"> <li>• Entering new markets</li> <li>• Patent filing</li> <li>• Fast growth awards</li> <li>• New product / service launch</li> <li>• Public offering / RFP</li> </ul>	<p><b>Financial Changes</b></p> <ul style="list-style-type: none"> <li>• Funding round / VC investment</li> <li>• Contract award</li> <li>• Missed revenue projections</li> <li>• Earnings announcement</li> </ul>
<p><b>Industry Changes</b></p> <ul style="list-style-type: none"> <li>• New disruptive technology</li> <li>• Emerging industry shift</li> <li>• Change in global demand</li> <li>• Legislative / compliance change</li> </ul>	<p><b>Competitor Activity</b></p> <ul style="list-style-type: none"> <li>• New marketing channel activity</li> <li>• Supply chain / vendor change</li> <li>• Competitor rebranding</li> <li>• New website launch</li> </ul>

## Signal Keywords

Within each signal category, specific language patterns appear in news articles and press releases that indicate a change event is underway. FeedMe Pro is configured to surface articles containing these high-signal terms, allowing AI analysis to classify and prioritize them:

<b>acquiring</b>	expanding	merger	<b>launched</b>	compliance
announced	funding	<b>lawsuit</b>	recalled	RFP
awarded	<b>hired</b>	moving	rebranded	<b>seeking</b>
<b>closing</b>	increased	new CEO	<b>regulatory</b>	targets
constructing	intends	<b>plans to</b>	restructuring	will

## FeedMe Pro: Signals of Change in Practice

FeedMe Pro translates Economic Gardening's signals-of-change framework into a continuous intelligence operation. Rather than requiring sales teams to manually scan dozens of news sources, FeedMe Pro aggregates feeds, classifies articles by signal type, and surfaces actionable opportunities aligned with the client's target customer profile.

The following table maps each major signal category to its meaning for a sales team and how FeedMe Pro's AI-powered analysis surfaces it.

Signal Type	What It Indicates	How FeedMe Pro Finds It
<b>Leadership Change</b>	New executives re-evaluate all vendor relationships and technology stacks. A sales window opens immediately upon announcement.	Monitors news feeds for executive appointment keywords. Flags articles containing 'new CEO,' 'appoints,' 'names,' 'hires' linked to target companies.
<b>Merger &amp; Acquisition</b>	Post-merger integration requires new systems, consolidation of vendors, and technology decisions. Among the highest-probability signals.	Tracks M&A announcement patterns across business news sources. Surfaces acquiring and acquired companies for immediate outreach review.
<b>Facility Expansion</b>	Physical growth means new infrastructure, equipment, staffing, and service's needs. Active buying mode for a broad range of vendors.	Monitors construction permits, real estate news, and press releases mentioning new locations, ground breakings, or expansion projects.
<b>New Funding Round</b>	Capital infusion creates budget and license to spend. Funded companies are actively building and purchasing. Investment confirms growth trajectory.	Ingests venture capital news, Crunchbase-style feeds, and press release channels. Flags funding announcements for target companies.
<b>Lawsuit / Regulatory Issue</b>	Legal or compliance events force companies to re-evaluate processes, vendors, and systems. Creates urgent, unplanned purchasing needs.	Scans legal news feeds and regulatory announcement sources. Surfaces compliance-related articles for target industry segments.

Signal Type	What It Indicates	How FeedMe Pro Finds It
<b>New Product Launch</b>	Companies launching products need supporting services, technology, and distribution partnerships. A window for aligned vendors and solutions.	Monitors product announcement feeds, trade publications, and press release wires. Identifies launch-stage companies for outreach.
<b>Awards &amp; Fast Growth Recognition</b>	Recognized growth-stage companies are scaling rapidly. High likelihood of unmet vendor needs, open positions, and expansion plans.	Tracks award announcement feeds (Inc. 5000, Best Places to Work, etc.) and business journal fast-growth lists in target markets.
<b>Industry Disruption</b>	Shifts in technology, regulation, or market dynamics create replacement and upgrade cycles across an entire industry segment.	Monitors trade association news, industry analyst feeds, and regulatory channels. Surfaces macro trends affecting target customer industries.

## The FeedMe Pro Intelligence Workflow

FeedMe Pro structures signal monitoring into a repeatable daily workflow:

<b>Step 1</b> <i>Configure feeds</i>	RSS feeds from business news sources, trade publications, local business journals, and Google News are loaded via OPML import. Feeds are organized by client and target market.
<b>Step 2</b> <i>Update feeds</i>	FeedMe Pro fetches new articles from all configured feeds on demand, deduplicating against historical articles and presenting only new content.
<b>Step 3</b> <i>AI Analysis</i>	The Anthropic AI engine analyzes each new article against the client's specific customer profile. Articles are classified as Opportunities, Industry News, or filtered out. Each signal is scored for relevance.
<b>Step 4</b> <i>Review Opportunities</i>	Sales teams review the curated Opportunities queue — articles FeedMe Pro has identified as indicating an open sales window. Each article shows the signal type, company, and recommended action.
<b>Step 5</b> <i>Outreach</i>	Armed with specific intelligence about what changed at a target company, sales teams make high-context outbound calls with relevant messaging — not cold calls, but informed intercepts.

# Traditional Marketing vs. Intelligence-Driven Sales

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The contrast between traditional marketing approaches and the Economic Gardening / FeedMe Pro model is stark. Traditional approaches are built on volume; intelligence-driven sales is built on timing and relevance.

	Traditional Marketing	FeedMe Pro Intelligence
<b>Goal</b>	Create motivation to buy	<b>Intercept buyers who are already motivated</b>
<b>Primary metric</b>	Volume of exposures	<b>Quality and timeliness of signals</b>
<b>Target</b>	Everyone in the profile	<b>The 2% with open sales windows</b>
<b>Method</b>	Cold calls, ads, mass mail	<b>Monitored signals of change + informed outreach</b>
<b>Timing</b>	Random — works through the whole board	<b>Precise — reaches in-market companies first</b>
<b>Conversion rate</b>	~2% across all efforts	<b>Higher probability — targeting those already buying</b>
<b>Sales cycle</b>	Long — must first create motivation	<b>Shorter — buyer is already in investigation stage</b>
<b>Intelligence tool</b>	CRM + prospect lists	<b>FeedMe Pro continuous signal monitoring</b>

## Putting It All Together

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Economic Gardening's logic chain leads directly to the FeedMe Pro intelligence platform:

- On any given day, only ~2% of your target market has an open sales window.
- These companies are experiencing internal or external changes.
- That change produces visible, public signals in the news and business press.
- Spotting those signals identifies who is in the market right now.

The result is a sales operation that works smarter, not harder. Rather than the Willy Loman approach — slogging through 1,000 cold calls over a year to find 20 buyers — FeedMe Pro gives your team a daily shortlist of companies who are already motivated, already in the market, and actively investigating their options.

***FeedMe Pro doesn't replace your sales team. It gives them intelligence that transforms every outbound call from a cold call into an informed intercept.***

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*Economic Gardening principles are developed and maintained by the National Center for Economic Gardening  
FeedMe Pro applies these principles through AI-powered news intelligence and signal monitoring.*

# The Intercept Program

*One focused engagement. Your rep stops calling the 98% and starts intercepting the 2% already in motion.*

## PHASE 1 — ONE TIME

### Intelligence Build

Configure your FeedMe Pro listening post — feeds tuned to your industry, geography, and ideal customer profile so the AI knows exactly who to flag. Operational within two weeks.

#### What's included:

- Custom listening post setup
- ICP definition and AI configuration
- Feed testing and calibration
- Initial signal review session

ONE-TIME INVESTMENT

**\$1,500**

## PHASE 2 — MONTHLY RETAINER

### Signal + Coach

FeedMe Pro monitors your market daily. When a buying signal surfaces, we deliver verified contact data and coach your rep on exactly how to approach it — so every call is an informed intercept, not a cold call.

#### What's included each month:

- Daily signal monitoring across 25+ change categories
- Verified contact data for every flagged opportunity
- Monthly strategy session — signals, priorities, and outreach approach
- Email coaching for hot opportunities between sessions
- Ongoing feed tuning and ICP refinement

MONTHLY RETAINER

**\$2,500**  
*per month*

ANNUAL INVESTMENT (SETUP + 12 MONTHS)

**\$31,500**

EXPECTED REVENUE UPSIDE — ONE REP,  
ONE YEAR

**\$1M+**

## **Ready to stop calling the 98%?**

Schedule a discovery call to see how the Intercept Program fits your market.

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