

From New to Outreach

What HAL does in each stage, why the stage exists, and how you shape it.

	1 New	2 Researched	3 Qualified	4 Outreach
What HAL does	Finds companies that match your target, skips ones you already have	Verifies company facts and finds 2 to 3 decision makers	Scores budget, authority, need, timing and fit	Writes the pitch brief and drafts a personal intro email
Why this stage	A wide but targeted net, checked in the next step	No outreach on guesswork: a wrong name costs credibility	Your time goes to the leads with real fit	You review and send. HAL never sends on its own
Your profile decides	Segments, size, region and sources	Which roles count as decision makers	Buying signals, stop signals, deal value	Email templates, tone and language

After Outreach, you lead. Proposal when the prospect is interested, then Won or Lost. A lead that doesn't fit is marked disqualified at any stage.

Make it yours. The stages are the same for everyone. What happens inside each one follows your profile, and you can change it any time by telling HAL.

Stages keep quality high and **you in control**



Quality before contact

A lead only moves on when it has earned it. Nothing reaches you on guesswork.



Focus on real fit

Weak fits drop out early, so your time goes to the leads most likely to buy.



You stay in control

HAL prepares everything. You decide who is contacted, and you send.



One clear overview

See where every lead is, what happens next and what your pipeline is worth.

HAL finds companies that fit your profile

The start of the pipeline: promising companies that nobody has checked yet.

| What HAL does

Searches the web and your chosen sources for companies that match your target.

Skips companies already in your pipeline or on your exclusion list.

Adds each lead with a short note on why it fits.

| Why this stage

A wide but targeted net. Finding and checking are kept apart, so every lead is checked the same way in the next stage.

| Your profile decides

Target segments, size and region

Keywords and buying signals

Sources: associations, registries, trade fairs

| **Moves to Researched when** the company is verified and at least one decision maker is confirmed.

HAL verifies the company and its people

Research and quality control: every fact is checked before anyone is contacted.

| What HAL does

Verifies company facts: registration, address, size, website.

Finds 2 to 3 decision makers, starting on the company's own site.

Checks each contact: still there, right role, verified email.

| Why this stage

Outreach on guesswork costs credibility. A wrong name or a bounced email ends the conversation before it starts.

| Your profile decides

Which roles count as decision makers

Different roles per segment or offer

Who is the primary contact

| **Moves to Qualified when** the lead passes the qualification against your offer.

STAGE 3 OF 4 · QUALIFIED

HAL scores each lead **against your offer**

Only leads with a real fit go on to outreach.

| What HAL does

Scores budget, authority, need, timing and fit.

Checks your stop signals, such as using a competitor.

Sets an estimated deal value and the next step.

| Why this stage

Your time goes to the leads most likely to buy. A lead that doesn't fit is set aside with a reason, so you can always see why.

| Your profile decides

Your ideal customer

Signals that a lead is ready to buy

Signals that rule a lead out

Typical deal value and currency

| **Moves to Outreach when** HAL has written the outreach brief and drafted the intro email.

STAGE 4 OF 4 · OUTREACH

HAL prepares the pitch, **you send it**

The lead is ready for first contact. HAL never sends anything on its own.

| What HAL does

Writes a brief: pitch, pain points, why now, talking points, objections.

Drafts a personal intro email from your templates and offer.

Stores both on the lead in app.gethal.ai, ready for you.

| Why this stage

First contact should come from you, in your voice. The stage shows which leads are ready and which are waiting for a reply.

| Your profile decides

Email templates and tone

Language of the emails

Your offer's pitch and talking points

| **Moves to Proposal when** the prospect replies with interest and you start talking about a concrete offer.

AFTER OUTREACH

From the first reply, **you lead the deal**

HAL keeps helping when you ask, but the conversation is yours.

| Proposal

The prospect is interested and you are discussing a concrete offer. HAL can draft follow-ups or a proposal document.

| Won

The deal is closed. HAL can draft a welcome email to your new customer.

| Lost

You pursued the lead and it did not become a deal. It stays in your history.

| **Disqualified** is a mark, not a stage: a lead that should never have been in the pipeline. It keeps its history, leaves the board and is never added again.

YOUR PROFILE

Every stage follows **your own profile**

The stages are the same for everyone. What happens inside each one is yours.

Stage	What you decide	Example
New	Target segments, size, region, keywords and sources	Food producers in Denmark with 20 to 250 employees
Researched	The roles that count as decision makers	Production manager, quality manager, CEO
Qualified	Buying signals, stop signals and typical deal value	A new production line is a strong buying signal
Outreach	Email templates, tone, language and talking points	Danish, short and personal, one reference case

MAKE IT YOURS

Change your profile at any time

1

Tell HAL what changed

Write it in plain words in your HAL channel: a new product, segment, region or role.

2

HAL updates your profile

Search criteria, qualification profile and email templates are adjusted to match.

3

Ask HAL to reload

Say "please reload". From the next run, HAL follows your new profile.

Prefer to go through it together? Your Gethal.ai contact can review your profile with you.

Things you can tell HAL

"We now also sell to logistics companies."

"Also target the CFO, not only the CEO."

"Only companies with 20 or more employees."

"Make the intro email shorter."