

Scaling Outbound for Founder-led Sales

by Dan Moore

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Who's Dan Moore

Developer → Product → Growth

Helped over 100 founders grow through FLS

5x Founder

Currently Building

- **tarka.ai: GTM Engineering AI-first agency**
- allman.sh: CLI messenger for agents
- ergoly.ai: AI Workers for AI-first agencies
- getlev.co: AI Co-founder from PSL



Today

1. Context — who this is for
2. Framework — PQS + PVP
3. Example — how I do it at Tarka
4. Tools — my preferred stack

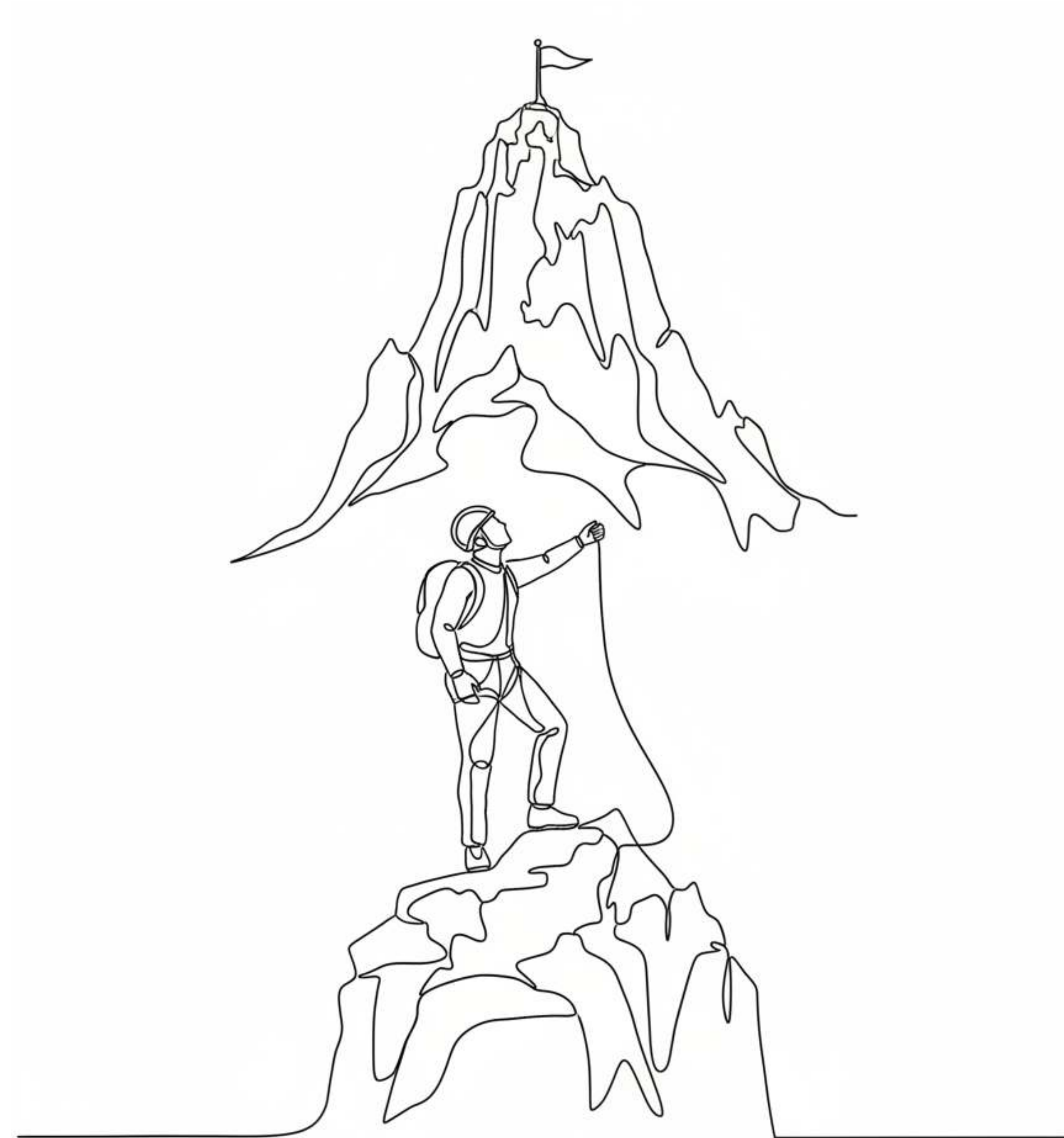
Context

Who this is for

- B2B (ACV > \$3,000)
- Founder-led
- 10 happy ICP customers
- Can find and reach customers

You're past 101

(Adopted Clarify's Founder-Led Sales Guide)



One message to 10,000 people

~0.3% reply rate.
“not interested”

The fix isn't a magic template.

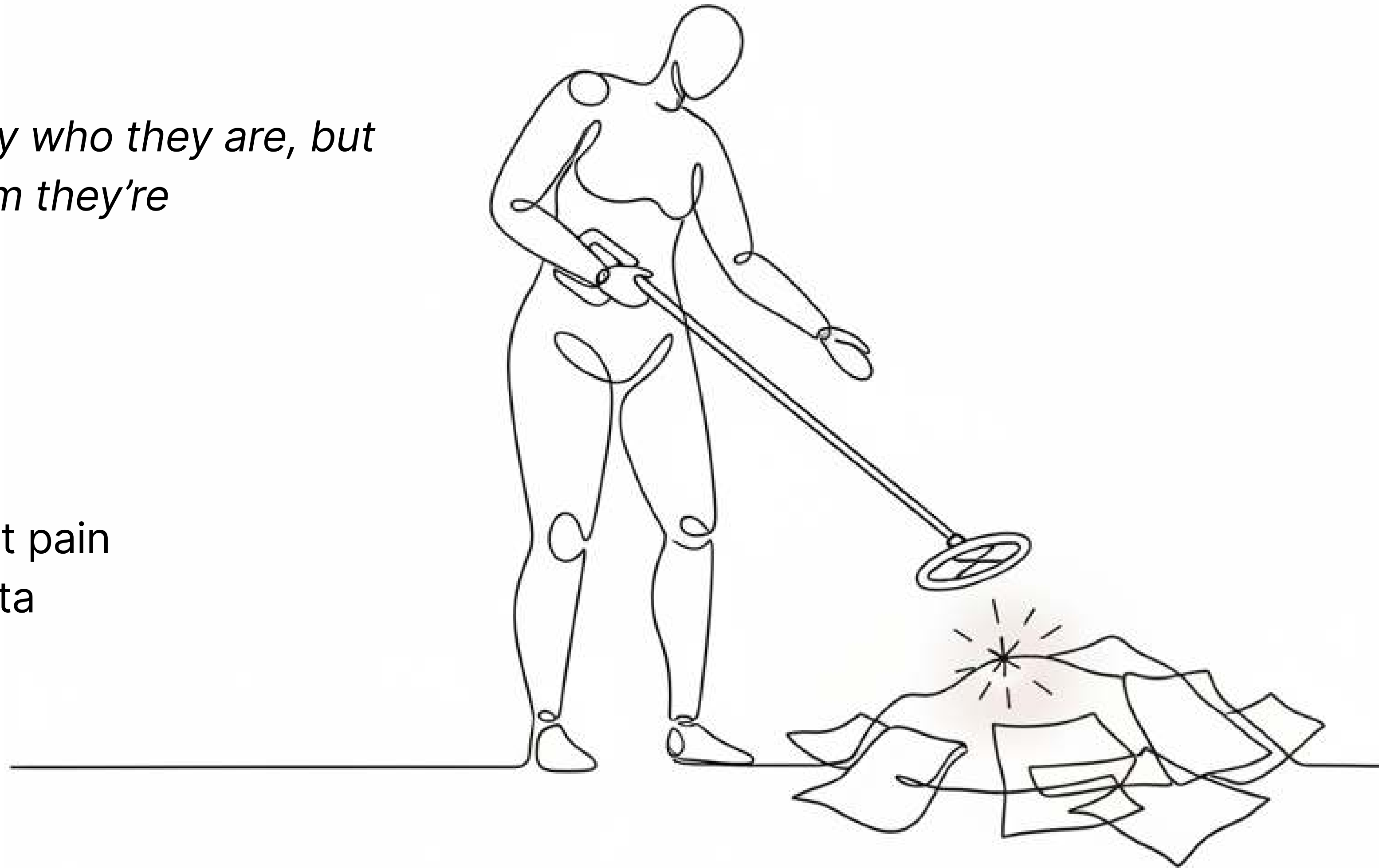
Framework

Pain-Qualified Segment

“A group of prospects identified not by who they are, but by a specific, data-detectable problem they’re experiencing right now.”

Jordan Crawford · Blueprint GTM

- Segment by an observable, current pain
- The signal lives in unstructured data
- You build it, you don’t buy it



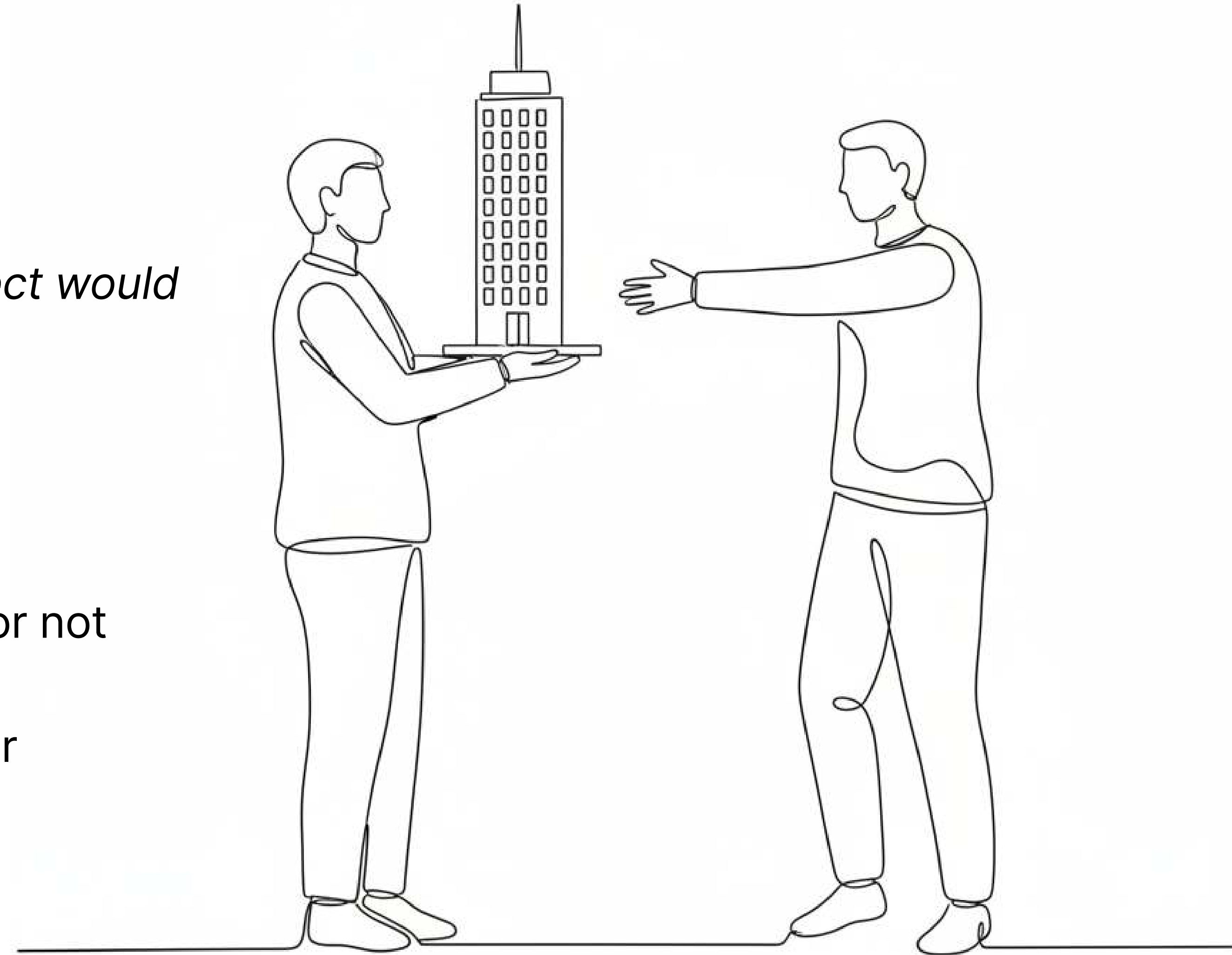
Framework

Permissionless Value Prop

“A message so specific and valuable the prospect would pay to receive it. The value IS the message.”

Jordan Crawford · Blueprint GTM

- Valuable — they keep it whether they reply or not
- Unique — built from a signal only they trigger
- Demo — they get your value before they see your website



Example

What I do at Tarka

I engineer GTM systems for startups.

**I usually start with CDP
infrastructure on PostHog**

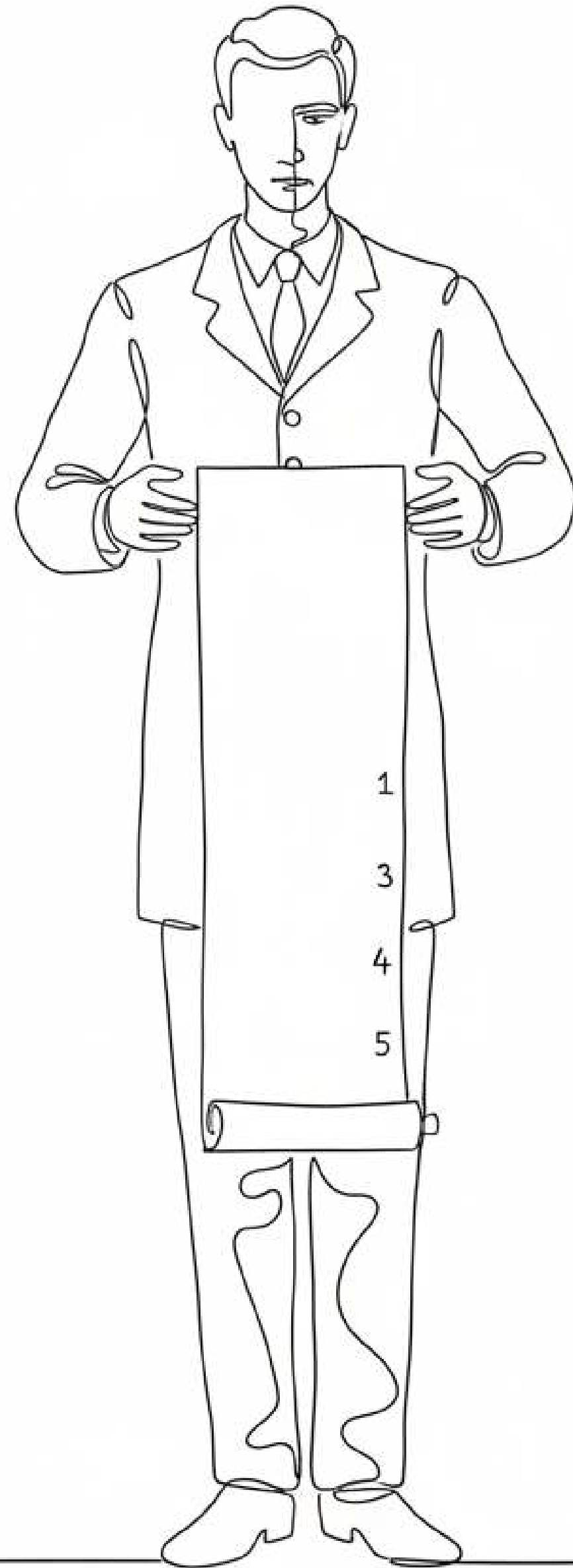


Example

My PQS

*Startups running PostHog
with no custom CDP events*

- Recent funding startups, with no GTME
- Running PostHog
- Agent visits each site and interacts, inspects network traffic
- Flag accounts firing only autocapture — nothing custom



Example

My Permissionless Value Prop

*A 5-step instrumentation funnel
built for their startup website*

- Custom 5-step config funnel — for their stack
- Paste-able straight into PostHog AI
- One message: my work, their gap, the next step
- Sharable via google doc link

50%

meetings booked

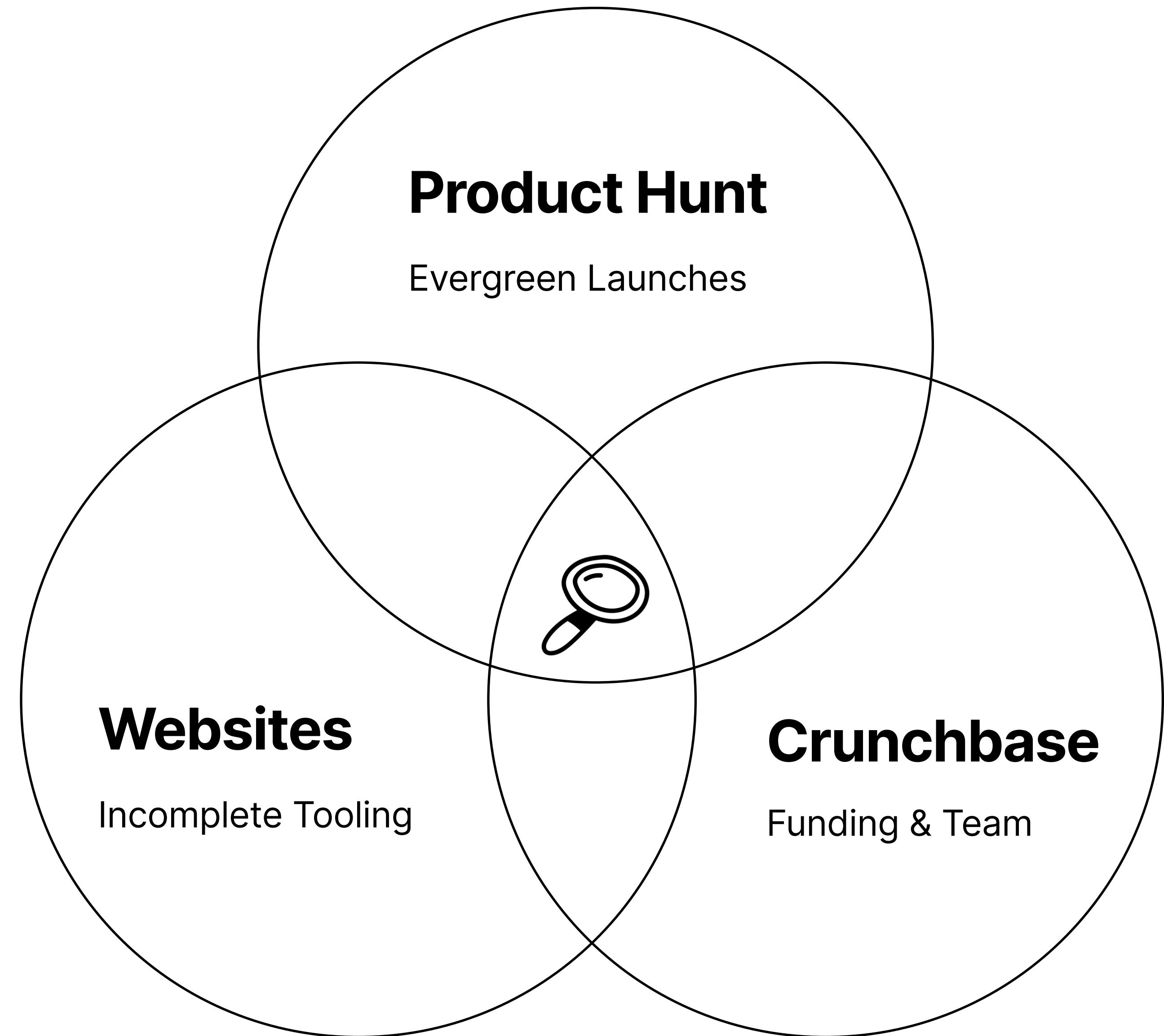
Across 50 founders.

Ready to send to over 1,000,
with 100 new PQS every week.

Tools

Start with evergreen sources

*Lists that refresh themselves —
so top of funnel never runs dry*



Tools

Claude Code builds the PQS

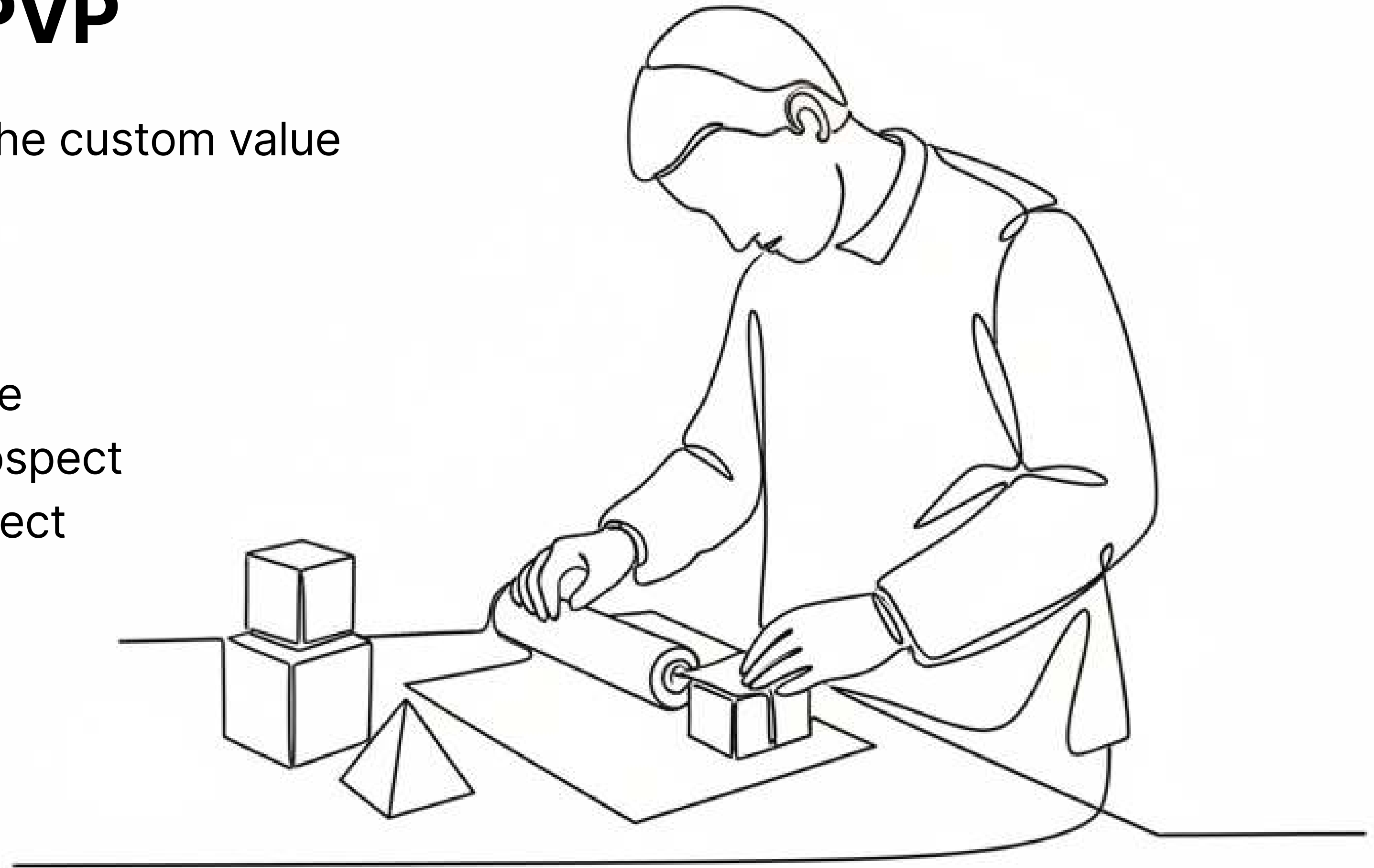
1. Pull the source list (YC / PH / Crunchbase)
2. Run the pain checks. ex:
 - a. do they have growth pressure (funding)
 - b. do they not have the right people (team)
 - c. have they used their tools (posthog+website)
3. Enrich each account: founder LinkedIn + email



Tools

Claude Code builds the PVP

1. For each qualified account, generate the custom value
 - a. analyze their website
 - b. define 3-5 CDP events missing in their critical growth flows
 - c. write it up as a skill.md they can use
2. Output to a Google Doc — one per prospect
3. Save shared URL to a table with prospect



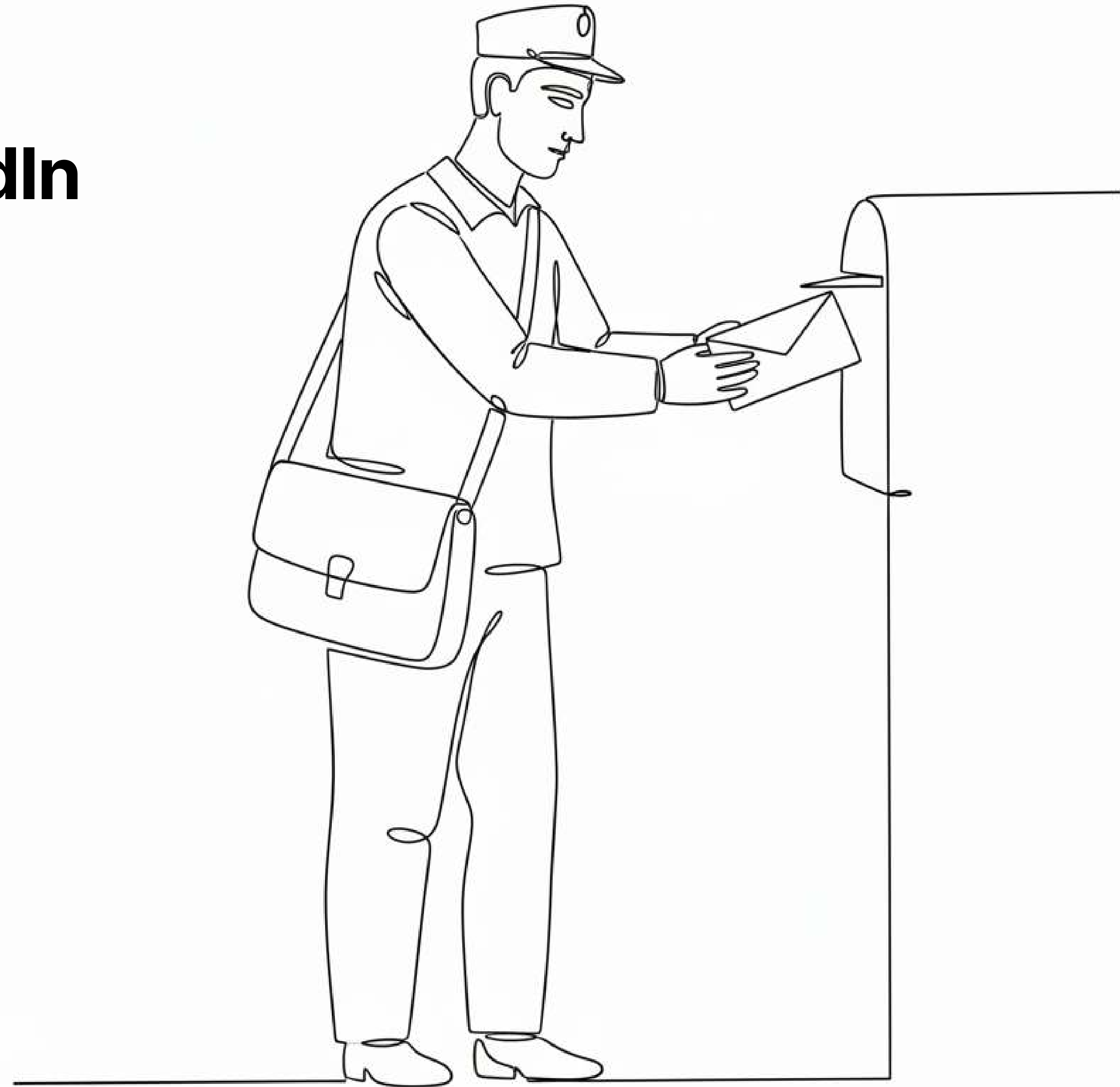
Tools

HeyReach delivers it on LinkedIn

- Connection request
- Follow-up with their unique Doc URL

That's it.

In the future: (follow ups + nurture for the other 30% that connected but didn't respond)

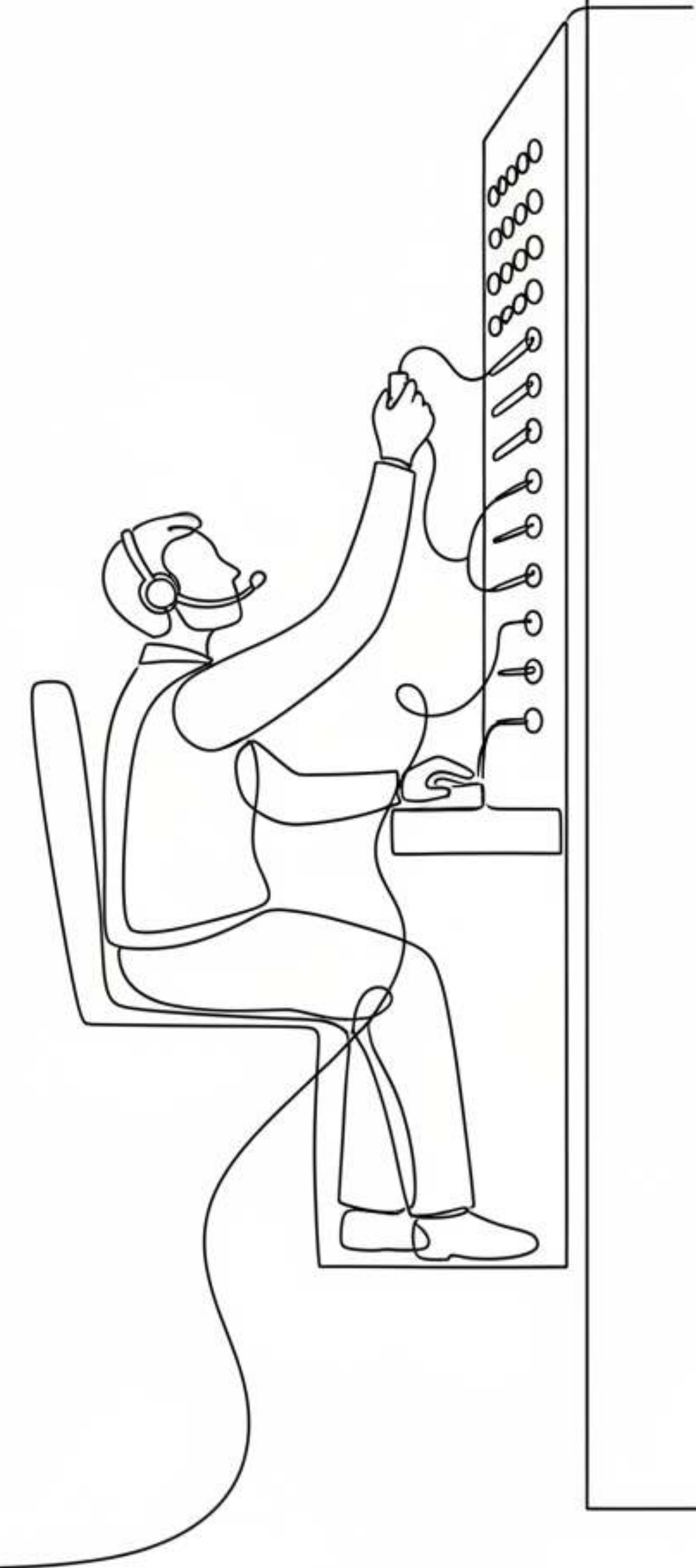


Tools

allman.sh can handle the replies

- BYO agent to watch LinkedIn DMs
- Drafts responses in your voice + rejection handling
- Scalable replies when you're ready to scale across a team of LinkedIn accounts

Worth it only when you have enough past conversations to train on.



Tools

What about email?

Instantly

Email accounts, domains, warmup, deliverability, multi-inbox rotation.

*I prefer LinkedIn, but Instantly is the right tool—
if email is your channel.*

Questions?

Carve Outs

Dan Moore

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How I got tarka's first 10 customers

tarka.ai/ffs

Clarify's Founder-Led Sales Guide (0 → 100)

clarify.ai/founder-led-sales-guide

Jordan Crawford / Blueprint GTM

blueprintgtm.com