



# Reo x Claude Connector Use Cases for Tech GTM Teams | 101

## 1. ACCOUNT RESEARCH & INTELLIGENCE

Research your accounts in seconds. Get an overview of developer activity, hiring signals, tech stack insights, and recent news - all in one view.

>- Generate an account brief for [Company X].

## 2. ACCOUNT PRIORITIZATION

Find accounts you should reach out to today based on - recent activity, active developers, buyer signals, and engagement trends with a quick summary of activity and who to reach out to.

>- Give me the Top 10 accounts I should reach out to today and why.

## 3. BUYER DISCOVERY

Find the right person to talk to. Identify economic buyers, technical decision-makers, and champions based on account and persona.

>- Find the economic buyers at [Company X].

## 4. PERSONALIZED OUTREACH MESSAGES

Write messages that actually get replies. Generate personalized outreach to prospects based on their role, context, actual activity, and pain points.

>- Draft a personalized outreach message for [Contact Name], [Title] at [Company X].

## 5. MEETING PREP & SALES CALL BRIEFS

Walk into every call prepared. Generate a call brief with account context, recent signals, likely priorities, suggested talk tracks, and discovery questions tailored to the company and persona.

>- Prep me for a call with [Company X].

## 6. MAP ENGINEERING ORG CHART

Map the engineering org at your target accounts. Build an org chart to understand reporting lines, team structure and identify key stakeholders.

>- Map the engineering org at [Company X] from leadership to ICs, grouped by sub-teams.

## 7. COMPETITION DISPLACEMENT USING TECH STACK SIGNALS

Surface companies using a competitor, adopting relevant technologies, hiring for related roles, or showing activity that suggests they may be evaluating your product category.

>- Which accounts using [Competitor X] in [Segment A] are evaluating [Your Company]?

## 8. IDENTIFY AT-RISK ACCOUNTS

Surface accounts where activity has dropped, engagement has gone cold, or key stakeholders are no longer active.

>- Which engaged accounts in [Segment A] have seen a drop in activity recently?