

Know who knows. Then walk in warm.

Someone you know already knows your buyer. Ask Nathan finds them, shows how well they know each other, and lines up the intro.

Deals stall when they hang on one contact.

5% vs 30%

Single-threaded deals close at 5%.
Reach five or more stakeholders
through people they trust and it's
30%.

Industry benchmark, 2026

86%

of B2B purchases stall.

Forrester, 2024

The insight

The warm path already exists. Nobody can see it.

It sits in HubSpot or Salesforce, calendars, LinkedIn connections and event lists that nobody joins up. So reps go in cold where someone they know could walk them in.

How it works

Connect. Score. Walk in warm.

01 Connect

HubSpot or Salesforce, Google or Microsoft 365 calendar metadata, LinkedIn connection exports and event attendee lists.

Ask Nathan only reads from your CRM. It never writes to it.

02 Score

One person, matched across every source. Each path into an account gets Path Confidence, 0 to 100, with a Why you can check.

Deterministic. The AI writes the why; it never sets the score.

03 Walk in warm

A Path brief with the person, the evidence and the ask. Your rep requests the intro.

Verified Intro: the person you know confirms in one tap, and the buyer sees who vouched.

What a rep gets: a Path brief

Illustrative, on fictional Northwind Revenue data

Path brief · Meridian Cloud

Illustrative

Helena Marsh

VP Sales Operations, Meridian Cloud

via **Priya Venkataraghavan**, SDR on your team

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Path Confidence · Moderate

Why 64

- One-to-one meeting, 30 min, Jul 1 · calendar metadata
- Both on the Applied AI Summit 2026 list · event list
- Open deal at Meridian Cloud · CRM

Request intro

Next: ask Priya to introduce you. She confirms in one tap; Helena sees who vouched.

Not a list of names

The buyer, the person you know who can get you in, how strong that path is, and the next action. Your top five open deals each arrive with a warm path in.

A score you can check

Path Confidence is computed from the evidence the same way every time. The Why lists evidence as kinds, counts and dates.

In the app or inside Claude

Type "who can get me into Meridian Cloud?" in the ask bar, or ask Claude through the Ask Nathan connector.



See it in two minutes

From a deal to the person you know, to the intro, on real screens. Scan, or [watch the 2-minute tour](#).

asknathan.ai

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The trust and data boundary

Metadata, not messages. Paths, not people.

Metadata only

Calendars tell Ask Nathan who met whom, and when. Never email. Never meeting content.

Reads, never writes

Ask Nathan only reads from HubSpot or Salesforce. It never writes to your CRM.

Work identity only

People are matched on work identity. A personal email domain never maps to an account.

Paths, never people

Scores belong to a path into a deal. Nobody on either side gets a personal score.

Nothing sends itself

Ask Nathan lines up the intro. Your rep sends it, and the person vouching confirms.

It asks, never guesses

When two records might be one person, Ask Nathan asks instead of merging.

Works with

All live today.

CRM [HubSpot](#) [Salesforce](#) Calendars [Google](#) [Microsoft 365](#) Lists [LinkedIn export](#) [Event lists](#) AI [Claude](#)

The Founding Teams program

Ten teams. Thirty days, free. Your own accounts.

What you get

- A direct line to the founder
- A voice on the roadmap
- A founding price lock

How it runs

- A free 30-day pilot on your team's own accounts
- Limited to 10 teams
- Then pricing on a 20-minute call

What the pilot measures

- Time to first path
- Intros requested and confirmed
- Meetings booked from paths

What we ask in return: candid feedback, the three pilot numbers, and, if it works for you, a quote and a reference call.

Next step

Find the warm path into your next deal.

[Request a team pilot](#)
asknathan.ai/founding-teams
[Book 20 minutes](#)

calendly.com/nathan-asknathan/20-minute-ask-nathan-walkthrough

Nathan Pettyjohn, founder · nathan@asknathan.ai



Not ready for a pilot?

Own the Stack, free

The 2026 sales tech stack, layer by layer, and the trust layer it's missing. 33 pages, plus the 35-minute recorded webinar.

asknathan.ai/reports/own-the-stack