



SIRS: SOCIAL INTERACTION READINESS SCORE

Knowing when a prospect is ready to have a conversation.

Traditional outreach starts with strangers.
SIRS starts with familiarity.

What other companies have already achieved with SIRS

+135 %
CONNECTION REQUESTS

+210 %
REPLY RATE

+180 %
SCHEDULED MEETINGS

Three psychological principles driving the process



Mere Exposure

Zajonc, 1968

The more often someone sees us, the more positive their perception becomes—subconsciously, without any opt-in.

→ Visibility fosters
familiarity



Reciprocity

Cialdini, 1984

Those who give attention first are more likely to receive it in return. Our comment on their post = we give first.

→ Giving leads to
receiving



Authority Bias

Milgram, 1974

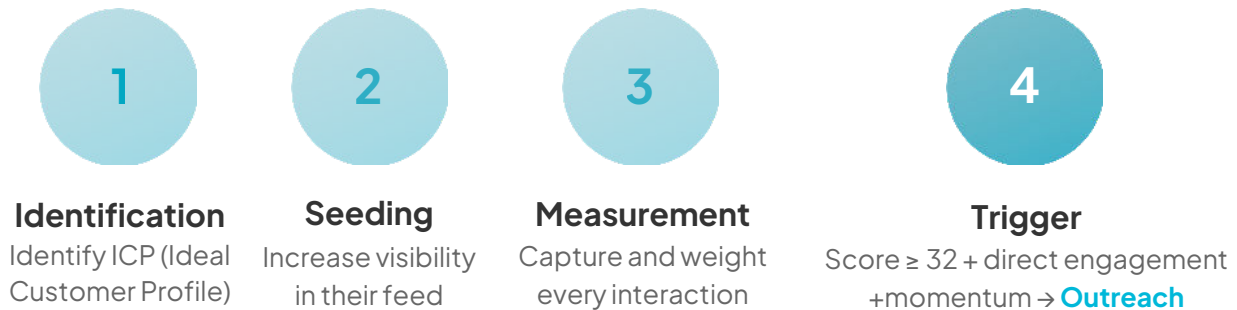
Insightful and thoughtful comments position you as an expert. Trust is established even before initial contact.

→ Expertise builds
trust

SIRS measures the cumulative effect of these three factors—in real time.

Each signal is an indicator showing how far familiarity, reciprocity, and trust have grown with a particular prospect.

Four steps. One Score. One Trigger.



Case Study: Sarah Smith. 21 Days. Score: 47.

A real-world journey of a prospect using the SIRS model.
From initial interaction to outreach trigger.



SARAH SMITH

COO · Hoffmann Maschinenbau GmbH
ICP-Match **94%**

47

▲ FIRING

TRIGGER FIRES
Next action: AI-Briefing

Day 03	Visits profile—nothing more than curiosity.	w = 3
Day 07	Likes post (default) — Passive, but recorded.	w = 5
Day 10	Likes comment —Conscious recognition.	w = 8
Day 14	Likes post (insightful) — Active appreciation	w = 8
Day 17	Replies to comment — Turning point: first one-on-one interaction. Tier 2	w = 9
Day 19	Likes post (emotional) — The relationship is growing closer.	w = 18
Day 21	Connection accepted — Permanent signal. Trigger activated. Tier 2	w = 22

7 signals in 21 days.

From occasional interactions to the crucial Tier 2 signal on Day 17, which accounts for 37% of the total score. Based on this data, SIRS creates a customized outreach briefing. No templates—just personalized outreach strategies.

Zero inferential leaps. Private signals. Perfect timing.



No chain of assumptions

Intent Data:

5 assumptions,
<2.2% hit rate.

SIRS:

Observation
= proof.



Exclusive signals

Intent Data:

47 vendors reach out
on the same day

SIRS:

Each signal is 1:1
and private.



Integrated timing

Intent Data:

Doesn't know WHEN
a conversation makes sense

SIRS:

"How ready is the other
person RIGHT NOW?"

SIRS doesn't show *who wants to buy*.
No one in B2B can do that.

SIRS shows *who is ready for a conversation*.
Observable. Provable. Now.

What does this mean for your organization?

1

More warm first
conversations

2

Less wasted sales
effort

3

Greater outbound
precision

4

More revenue
potential, less waste



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