

How to Use Trigger Events to Sell Faster

MORE SALES | LESS TIME

Key Points

Top sales performers leverage “trigger events” to initiate conversations with prospects. They know that these occurrences open organizations to changing from the status quo. According to Forrester Research, the first vendor to create a viable vision of the future has a 74% close rate. Plus, deals close significantly faster driving more sales in less time. Pursuing a trigger event growth strategy is one of the best ways for sellers/sales leaders to make their numbers.

Time: Approximately 30-45 minutes

Preparation

1. Watch video, review discussion questions and team challenge before the meeting starts.
2. Send out meeting invite if doing training via virtual meeting; get video ready to show.

KICK-OFF (3 minutes)

Ask: What does the term “trigger event” mean to you? Are you currently using trigger events to create opportunities and close deals?

If you’ve used trigger events before, share your experience. If not, share your excitement about what you learned in the video.

Introduce: Today we’re going to look at a short video on how you can use trigger events to sell more in less time. This is a very strategic approach that has high payback. In fact, Forrester Research discovered that it’s possible to achieve a 74% close rate by leveraging trigger events. And, deals close faster.

VIDEO (10 minutes)

Before we begin, put all your devices away so you can’t see them or reach for them. It’s important to have your full attention. Also, I want you to take notes on any important ideas or information you hear because we’ll be talking about this afterwards.

Show video.

DISCUSSION (15-30 minutes)

Ask any/all of these questions. Get your team involved in this discussion.

- What did you find most interesting about this video?
- If you look at your past sales, what was happening in your buyer’s world that made them decide it was time to take action?

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DISCUSSION (15-30 minutes)

- What are our trigger events? What's happening in our buyer's world that disrupts their status quo and makes them more open to change? (Pass out Trigger Events handout to expand their thinking.)
- How can we identify when this trigger events happen?
- How can we leverage them better?

TEAM CHALLENGE (3 minutes)

Trigger Event Challenge

For the next month, I'm going to challenge you to learn more about trigger events. Specifically, as a team, we're going to do the Trigger Event Challenge.

Start by identifying 3-5 clients who started using our products or services in the past 6-12 months. (They know what life was like before they started working with us!) Ask them:

1. How were you handling things before you switched to our product/service?
2. What was going on in your company that made you decide that it was time to do something different?

If people initiate contact with your firm, ask them the last question too.

Your initial trigger event challenge is to determine what catalyzed the change initiative. Something did—or they would have stayed with the status quo.

END OF MONTH: Discuss results of this challenge. Get everyone's input. Discuss how you can better leverage these trigger events to create more opportunities and close more deals.

**For more ideas on this topic,
check out *More Sales Less
Time* by Jill Konrath.**

Purchase the book on Amazon:
MORE SALES LESS TIME: Surprisingly Simple
Strategies for Today's Crazy-Busy Sellers

jillkonrath.com

