

Trigger Events

MORE
SALES | LESS
TIME

Definition: Changes in a prospect's internal and external business environment that cause them to re-evaluate their status quo, thus opening the door to using your products/services.

Types of Trigger Events

New leadership	Expansion into new areas
Financial announcements	New product announcements
Mergers, acquisitions, partnerships	Competitive moves
Economic trends	New business deals
New strategic initiatives	Dissatisfaction with vendor
Market challenges	Press coverage (good or bad)
Legal/compliance changes	New funding, IPO
Reorganizations	Legal issues
Industry developments	Shift in hiring
Relocations, construction	Sourcing issues (cost/availability)
Expansion into new markets	Acts of God (flood, hurricane)

Explore Potential Opportunities

Review the above triggers, picking out ones that you think could create possibly create opportunities for you.

Trigger: _____

1. How could this trigger impact what we sell?
2. Could this make any of our prospect's goals, objectives or strategic initiatives be difficult to achieve with their current status quo?
3. Could this trigger possibly cause them to need what we sell? If so, how?

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Trigger Event Challenge

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Interview 3-5 clients who started using your products/services in the past 6-12 months. They still remember what life was like before. Ask these questions:

- 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 they struggle with the question, suggest some of the triggers on the previous page. Whatever their response, be interested, asking them to expand on their answers. This is when the best insights emerge. Record what you learned below.

Client 1: _____

1. Before switching:
2. Trigger event(s):

Client 2: _____

1. Before switching:
2. Trigger event(s):

Client 3: _____

1. Before switching:
2. Trigger event(s):

Client 4: _____

1. Before switching:
2. Trigger event(s):

Client 5: _____

1. Before switching:
2. Trigger event(s):