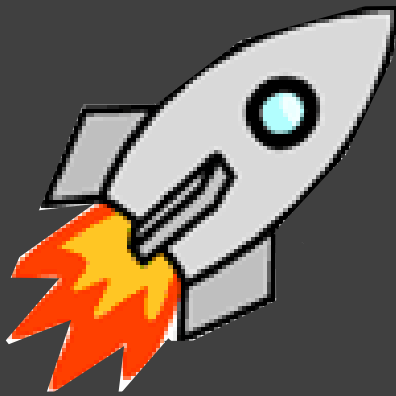


An Introduction to:

TRIGGER EVENTS



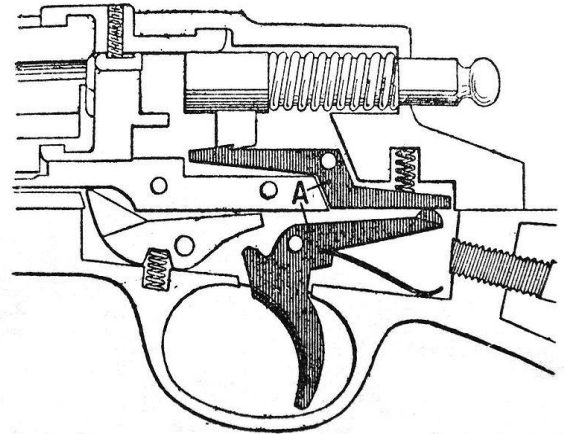
How to Engage
Recently Appointed
Senior Executives

Designed and Developed By:
CTOsOnTheMove



... So tell me again, what's a
sales trigger event?

A sales trigger event is a change in the status quo that makes your potential prospect become acutely aware of the fact the present situation is intolerable and spurs the prospect into action.



.... For example, business cannot go on as with your prospective client usual when:

- A competitor launched a successful new product.
- A business expanded into a new office.
- **A new Senior Executive was appointed.**
- A business raised new capital.
- A computer network experienced a hacker attack.
- Many, many other potential triggers.



So why are **sales trigger events** important?

... Because by tracking and acting on trigger events that impact your potential clients you can engage more prospects, increase your pipeline, reduce the sales cycle and increase sales.

Now let's unpack that...

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Here is the map to your **Sales Growth Treasure**.

In the following chapters you will take these steps and find out how to:

Step 1 **Identify Your Trigger Event**

If you are selling bricks then issuance of a new building permit could be your trigger event. If you are a bankruptcy lawyer than a default on a credit line could be your trigger event.

Think what circumstances generate the business need for your product or service.

Step 2 **Build Your Gathering System**

This process could be as automatic as signing up for Google Alerts or as manual as calling experts “in the know” once a week.

In reality it is probably a combination of RSS feeds, newsletters, human curators and such. In the end, you’d want a process that generates a large enough number of insights per week to make it worthwhile.

Step 3. **Act on Trigger Events**

Yes. The most important part – act on these insights NOW. Not tomorrow, not after the holidays. Now. Acting could mean picking up a phone a congratulating the newly appointed executive. Or sending a highly personalized email.

Real-time insights have short half-life, don’t delay.

Step 4 **Track Your Success and Optimize**

Over time you will have enough data points to analyze what works and what doesn’t. What sources of insights tend to be more reliable/productive. What actions of your produce the most results.

Armed with this information you can tweak your trigger event gathering and acting on to achieve even better results.

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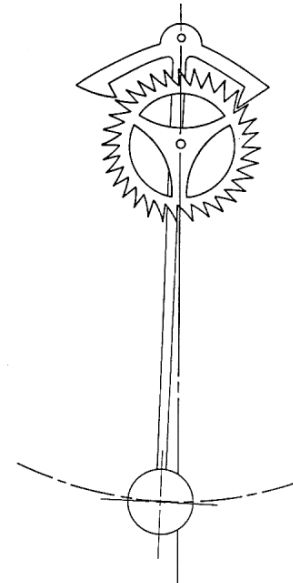
“

The best time to sell
umbrellas is when it rains.

”

Chapter 1

Trigger Events: What are They?



A trigger is an event, external or internal to the organization, planned or spontaneous, that disrupts the steady state* of the business.

***steady state.** n. Physics. A stable condition that does not change over time or in which change in one direction is continually balanced by change in another.



You know it - to generate new business is hard. Especially, if your prospect is satisfied with the status quo, i.e. if the pain caused by the current state of events is tolerable.

Going back to the quote: imagine a seller of umbrellas peddling her product. The sun is shining, and he pushes through a well thought-through mix of direct sales, telemarketing, social media, TV ads, etc...

It is hard to get attention, when your product does not address an immediate and acute need. Now let's change the set up a bit...

If you live in New York City, you probably saw impromptu salesmen popping up on every corner with a selection of parasols with the first drops from the sky.

Now, the trigger event – rain – changed the status quo for the prospective buyer who is now looking at the \$3,000 suit being destroyed by the downpour. Immediately, the pain of the status quo becomes greater than the pain from parting with \$5 for the essentially a disposable umbrella.



Therefore by being smart and agile, by identifying and tracking in real time events that disrupt the status quo at your prospect organizations and therefore generate a sales opportunity for you, you can find and fulfill the demand for willing and appreciative customers before your competition or incumbents realize what just happened.

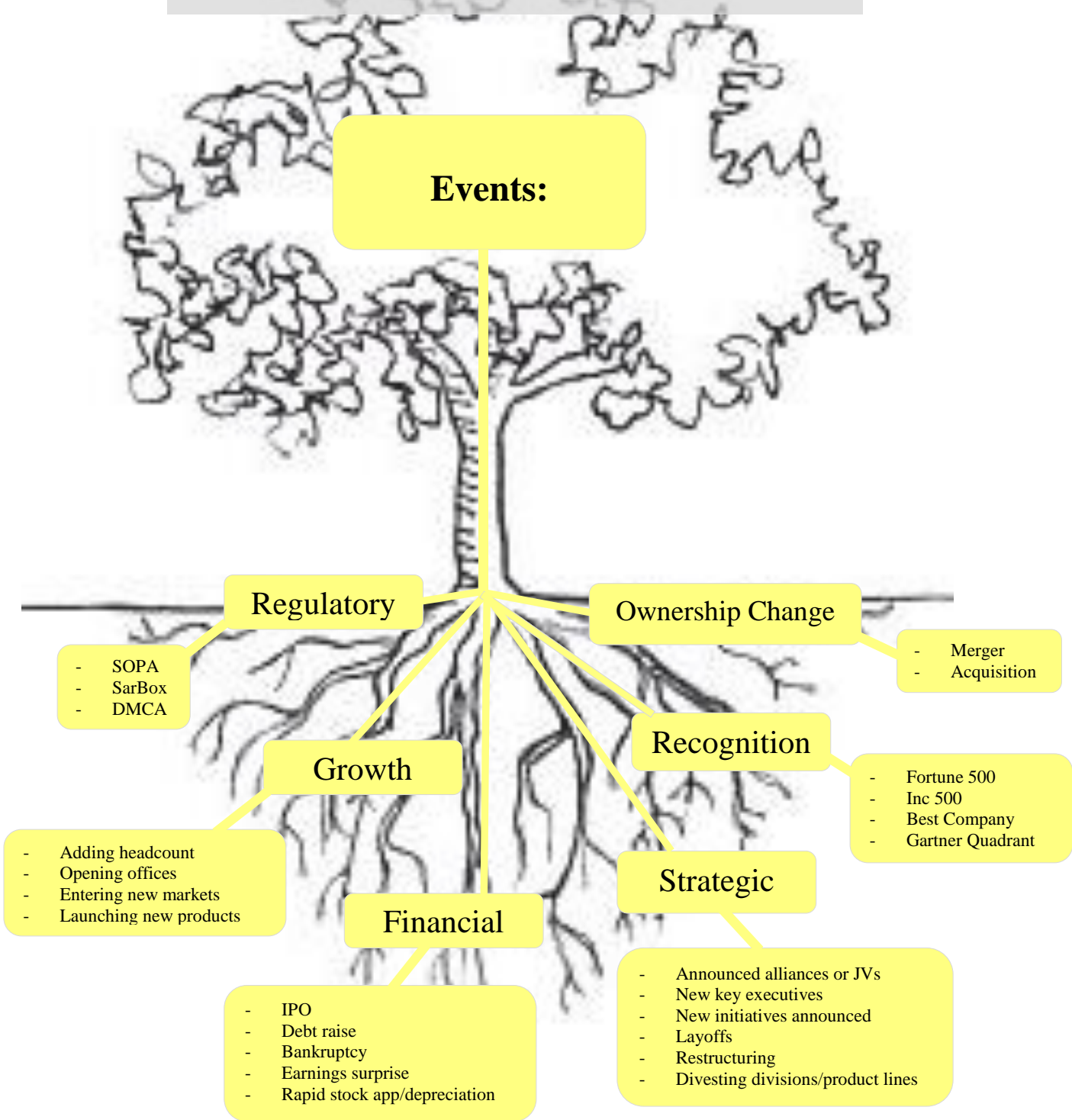
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A Brief Taxonomy of Trigger Events



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News :
“Something happened...”

Insight:
“Something happened, and that’s how it relates to me...”

Actionable Insight:
“Something happened, it is important to me and that’s what I am going to do it about it right now.”

Chapter 2

Trigger Events: Where to Find Them?



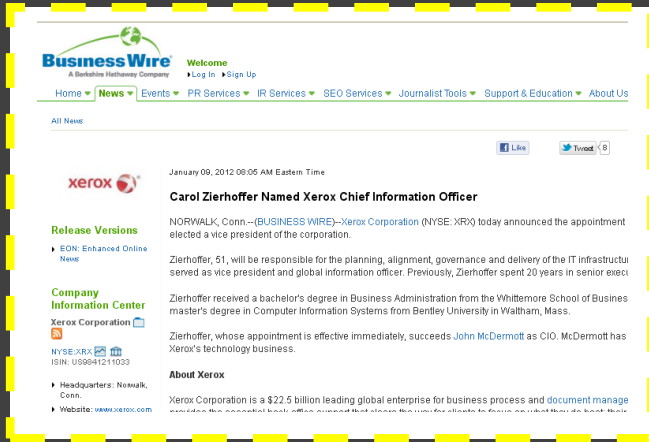
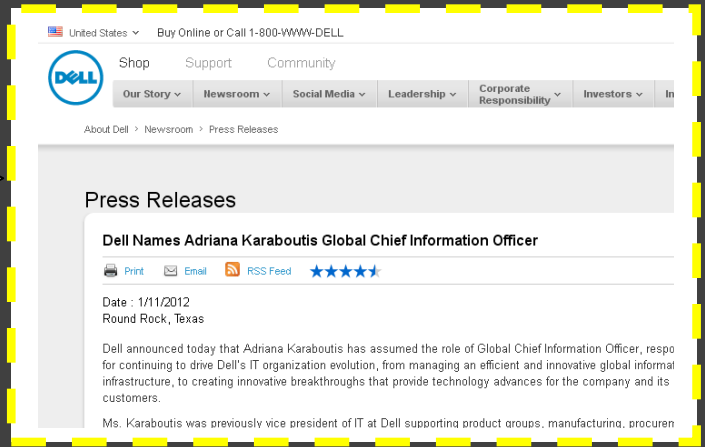
Now that we’ve identified what trigger events we can track, let’s see where we can find real-time updates on instances when senior executives change jobs.



Today we will be talking specifically about management changes among senior IT executives as trigger events. A number of clients at CTOsOnTheMove successfully target Chief Information Officer, Chief Technology Officer, Vice Presidents of Information Technology with the help of various feeds.

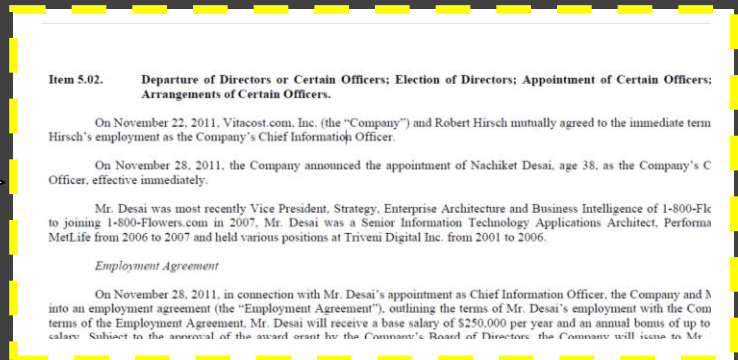
Specifically, these insights can come from:

Company Announcements



Press Releases

SEC Filings



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Bradley Arant Boult Cummings LLP Activity on LinkedIn

Bradley Arant Boult Cummings LLP has a new Chief Information Officer

Erik Goltzer is now Chief Information Officer, was Chief Information Off at Miller Johnson

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Bradley Arant Boult Cummings LLP has a new Partner

Judd Harwood is now Partner

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The Boy Scouts of America announced today that...

of its commitment to continuing improvement of its technology it has appointed Ron Tozzie as Information Officer for the organization. He will be responsible for developing a new technology for the BSA to help lead the organization into its next 100 years of providing education, service leadership, and adventure opportunities to youth so that they can lead healthy, successful lives.

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New CIO appointed for NYC public hospital system; seasoned veteran to shepherd complex IT services. <http://bit.ly/9Ndlho>

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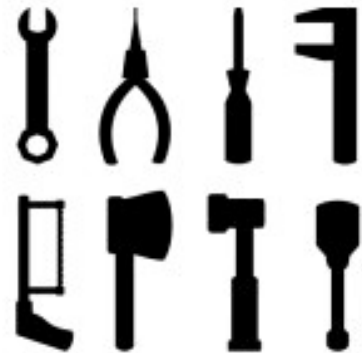
“

What good is new insight
for, if you don't act on it?

”

Chapter 3

Trigger Events:
What to do with Them?



In this Chapter we will explore some of the best practices in leveraging the real-time insights on when executives change positions.

These tools will help you reliably engage senior decision makers and position you favorably vs. all other people with claims on the time of senior execs.



Top 10 Ways to Leverage the Executive Management Change Insights as Sales Triggers to Drive Engagement and to Grow the Pipeline.



Email – send a congratulatory email to the IT executive who was recently promoted or newly appointed.

Phone call – just pick the phone and call to congratulate the person on the career move. The script could be along the lines: “I’ve noticed in the news the announcement of your recent promotion and just wanted to tell you how happy we are to hear about your success...”



Webinar - invite them to a webinar you are hosting. The invitation could be along the lines: “John, we’ve noticed you recently assumed an important role at the company and we hope you will join your peers at the webinar we hosting on a topic that would be certainly important in your IT strategy”.



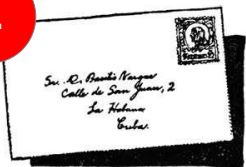
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Continued on the next page...

4



Letter - with so many filters, from personal assistants to email filters, it is difficult to get through. Try sending a personal hand written note, it will surely stand out and more likely to get noticed.

Event – you can invite them to an industry event your are sponsoring or speaking at: Gartner, InterOp, Evanta, ComputerWeek or others.

5



Gift – send a gift. It could be as little as a classy business card holder with personal note, or as large as a bottle of wine. Be mindful that what you say in the gift card could be more important than the gift itself.

6



White paper - send them a white paper that is relevant referencing their new role, current mandate, previous positions, etc.

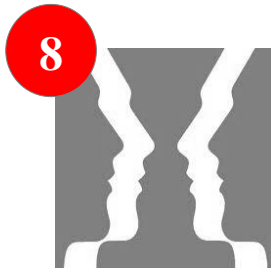
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Face-to-face – invite them to a face-to-face meeting. Depending on the stature at the firm it could be as informal as a coffee (“I am in town meeting clients and would like

Appointment - ask for an appointment in a smart way: “Mary, I’d like to congratulate on your recent appointment. As you may know, a number of companies similar to your are our clients and we’ve done truly impactful solutions for them in the field of _____ which, no doubt, would be one of your focus areas going forward. Would you have 10min next week for a brief phone call? I am available on...”



Peer feedback – invite your current client who is a peer to the newly appointed executive to reach out and congratulate them on your behalf.



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Chapter 4

Key Takeaways

“
A marathon begins
with the first step.

”



I will fail utterly and completely if you don't find one thing in this white paper that you can easily implement today and see results tomorrow.

Please help me succeed. Implement at least one of the best practices today.



Key Takeaways:

- Identify trigger events that make your prospect aware of the need your product/service fills.
- Design an insight gathering process that integrates with your current marketing machine.
- Act on trigger events in real-time.
- Measure, optimize, and repeat.

Next Steps:

- If you'd like to grow your sales pipeline, cut sales cycles, and engage senior IT executives as clients with real-time actionable insights from CTOsOnTheMove, contact Misha Sobolev at ms@ctosonthemove.com for your free consultation TODAY!
- If you are ready to get unlimited access for searching, browsing and downloading 12,000+ profiles of CIOs, CTOs and other senior IT executives and receive real-time updates when 100+ of them changes jobs every month, you can sign up at <http://www.ctosonthemove.com/pricing.html>



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