

| 2023 GUIDE

# HARNESSING THE POWER OF SALES TRIGGERS:

7 Strategies That Work



**sell better.**  
BY JB SALES

# Introduction

As a sales rep, staying up to date on the latest news in your industry and in your prospect's world is part of the job. Triggers are key events occurring in business used in outreach to keep you at the top of your prospect's mind. We at Sell Better partnered with Owler to craft this guide to help you understand triggers and how you can use them in your sales strategy.

Owler gave us some of their subscriber's top sales triggers and we responded with tips and tricks from industry champion John Barrows. By using this guide and putting the work into action, you can quickly identify and capitalize on new opportunities and make more meetings and deals happen!

To help, here are the seven most common triggers and how to best reach out.

# The 7 Sales Triggers



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TRIGGER #1

# Acquisition

## Why does it matter?

Is a company acquiring or merging with another business? It may be an indicator that the company's revenue is due to increase, which can be a great sales trigger. Let's not forget an acquisition also means new contacts have been generated that may not have been accessible to you before. This opens up new opportunities, could lead to new target markets, and it's a strong indicator that the company has access to new resources.

# Acquisition



## John's trigger tips for acquisitions

Ask yourself, what can you bring to the table right now? If your solution cannot directly impact what's happening with acquisition at the point of the acquisition, simply congratulate them. But if you have insights to share that'll maintain momentum, make an impact, and that's relevant to the acquisition, that's when you go for it.

Don't be lazy with it. Otherwise, reaching out will just be more noise to your prospect. Keep from sending generic messages that read like a template.

Do the research to see what's really happening with the business during that sales trigger.

Remember that triggers are often common ground to connect on shared experiences.

### Outreach Example:

"Hey [prospect's name],

Congrats on the recent acquisition of [acquired company's name].

I remember when we went through an acquisition of our own at [company name]. [Continue to relay a short pain point/experience about the process you went through and offer help in case they're going through something similar].

Here to help."



TRIGGER #2

# Awards

## Why does it matter?

As a rep, you need to find ways to stay top of mind with your clients. This is an opportunity to stand out by doing the opposite of what everyone else will do in such a scenario.

## TRIGGER #2

# Awards

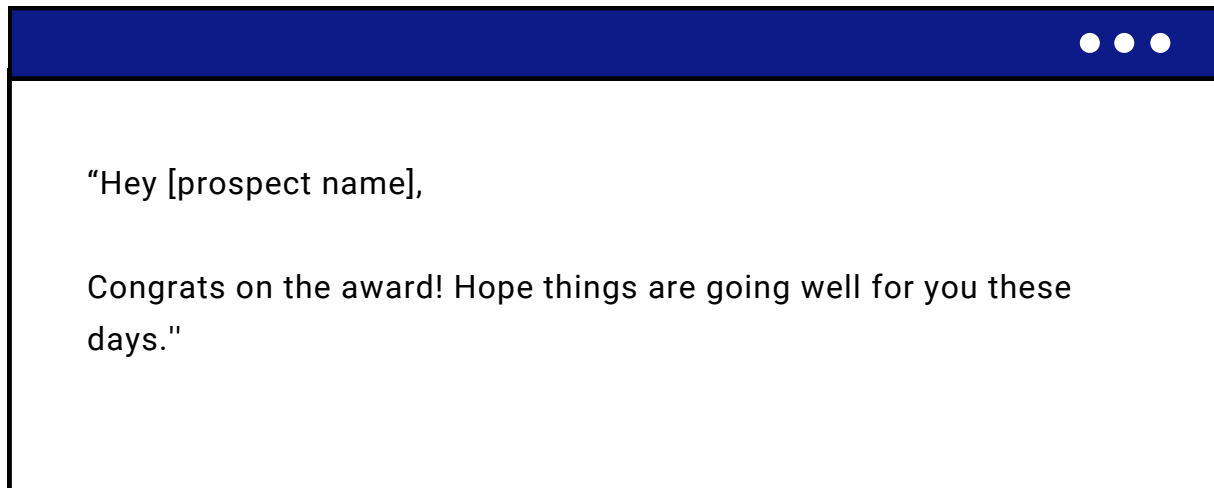


Instead of reaching out and “touching base” simply reach out and say congrats. The prospect will notice you genuinely reaching out over the other messages that are obviously trying to make a sale. It’ll show that you cared enough to reach out and congratulate them without asking for anything in return.

## John’s trigger tips for awards

What kind of value do you offer and does it match/add value to the trigger in hand?

### Outreach Example:





TRIGGER #3

# Partnership

## Why does it matter?

The best case scenario for a sales partnership is when a prospect you are following partners with an existing client of yours. It's a great way to forge a new connection without having to go through an extensive cold calling process.



# Partnership



## John's trigger tips for a new partnership

Reach out and congratulate them on their new partnership.  
Ask yourself what value do you bring to the partnership?

You have to know exactly what value you bring to the partnership e.g. a communication structure, better insights, a better approach to team consolidation. Don't be afraid to fold in your contact as a way to get introduced and skip the cold outreach.

### Outreach Example:

"Hey [prospect name],

I wanted to reach out to congratulate you on your new partnership. I've worked with [their partner's name] on [what work you've helped them with and what you helped them achieve]. I wanted to send a quick hello in case you ran into similar needs."



TRIGGER #4

# Leadership Change

## Why does it matter?

When someone starts a new role, they want to make an impact quickly. They'll be more likely to implement new ideas and technology to prove they've got what it takes.

That's where you come in. If your product or service can help them hit their KPIs, they'll likely be open to a discussion.

# Leadership Change



## John's trigger tips for leadership change

As reps it's our job to stay up to date on the latest news in our industry and in our prospect's world. Use Google Alerts and LinkedIn to keep an eye on leadership changes. Do this for both companies you're prospecting into and for your existing customers. The easiest targets to go after will be clients you've worked with and had successful outcomes because they'll already know you and trust your offering.

### Outreach Example:

"Hey [prospect's name],

Congrats on the new [position] at [company name]. I'm really happy with how our work at [previous company] turned out and [a prominent metric/goal they reached thanks to your product]. Shoot me a quick call in case you want to put heads together to make progress at [new company].

Here to help."



TRIGGER #5

# Funding

## Why does it matter?

New funding generally means that the company can afford to expand. They may be looking to take on new customers, launch new products and services, or extend their reach into different markets. This creates an opportunity for you to pitch what you're selling.

At the very least, an additional funding trigger indicates there's a future opportunity to invest in additional resources, which is where you come in.



## John's trigger tips for funding

Reach out to congratulate your prospect on the funding after you've done your research and found a way to tie it into what you're selling or how you can help (e.g. their PR efforts shine a light on where they'll be investing their funds). If you didn't find a way to tie in what you sell, it's still worth reaching out and sending a short congratulatory message.

Omit any calls-to-action. Simply reach out to connect and say congrats.

### Outreach Example:

"Hey congrats on the funding. Hopefully that means something good for you personally and professionally."



TRIGGER #6

# Product Launch

## Why does it matter?

Your prospect is busy — especially when they're going through a major product launch. It's your job to stay on the pulse of your prospect's launch activities. Consider a product launch as an opportunity to show your prospects you care.

With a clear understanding of where a prospect is in their launch cycle, it's a great time for you to lend your support or ask how you can help. Remember, your prospect is a person. Checking in with them and sharing any helpful information about the market makes you relevant and cements your relationship further.



## John's trigger tips for product launch

Use the following tips in your outreach to make the most out of a product launch:

- **Keep it relevant.**
- **Be concise.**
- **Use plain language.**
- **Follow up.**

### Outreach Example:

"Hey [prospect's name],

Congrats on your new product launch. I came across [piece of helpful information] and wanted to pass it along. [Include how you think it's relevant/helpful to their product launch efforts]. Let me know if this resonated or sparked any thoughts on the process."



TRIGGER #7

# Hiring

## Why does it matter?

This is because it indicates that the company is doing well and is likely to be looking for new customers. It can also show that the company is expanding and looking to add new products and services or expand into different markets.

This creates an opportunity for sales reps to position their company's products and services as a potential solution for the company's growth. This can be an effective way for reps to target companies





## John's trigger tips for hiring

- Think about what you can do to help them with the hiring process.
- Keep in mind that you can have a direct impact before, during, or after a hiring sales trigger.
- Think about what their growth as a business means for you long-term.

### Outreach Example:

“Hey, I saw you are hiring on LI and it looks like you hired x amount of people over the past couple of months..”

# Key Takeaways

- Crafting effective outreach takes time and effort but is well worth the investment.
- Focus your outreach on building relationships with your prospects and always make sure your sales triggers are relevant to their situation.
- When you make your outreach intentional and purpose-driven all your hard work will pay off in the long run!



# Discover Owler

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## TUNE INTO THE DAILY SALES SHOW



Every day, we talk to sales pros to understand what's working in sales right now. No fluff. Just 45-minutes of tactical deep dives and actionable takeaways for you to immediately incorporate into your sales flow.