

Trigger Events

Imagine if your car happened to break down on the highway and I pull up in my “Paul’s Repair Service” truck.

How Likely would you be to reject me?

Wouldn’t it be great if we could find prospects with that type of urgency?

The good news is that we actually can when we find “Trigger Events”

A “trigger event” is something that’s going on in your potential client’s world, that leads to a higher probability of them needing what you sell, right now!

Example: You sell printing and you notice that a company is relocating.

That’s a “trigger event” because they’ll probably need to update their collateral with the new address.

For me, a trigger event could be a company that’s hiring sales reps.

Those sales reps need to be trained and guess what I sell?

Here's A Complete List Of Trigger Events

Changes in management, new contact with firm, promotion, a company that is hiring, yelp reviews, Glassdoor reviews, Tripadvisor reviews, Better Business Bureau reviews, competitive landscape, major industry development, PR news releases, expanding into a different location, relocation, leasing additional space, product launches, changes in legislation, changes in technology, things on the local home front, earnings (good or bad), mergers and acquisitions, venture capital funding, I.P.O., legal problems, new organizational strategy/direction, initiative, changes in pricing/availability or essential raw materials, awards/recognition, event announcement, changes in branding.

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