

01

HOW TO USE B2B SALES TRIGGERS TO GET MORE CLIENTS

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02

WHAT IS A SALES TRIGGER?

IT'S AN EVENT
THAT COULD LEAD
TO SALES
OPPORTUNITY

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COMMON TRIGGER EVENTS...

FINANCIAL TRIGGERS

CHANGE IN STRATEGY

EVIDENCE OF INTEREST

CHANGE IN TACTICS

LEGAL PROBLEMS



04

FINANCIAL TRIGGERS

FUNDING/IPO

ENTERING/EXITING BANKRUPTCY

BIG CUSTOMER ANNOUNCEMENT



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CHANGE IN STRATEGY

RE-BRANDING
NEW KEY HIRE
NEW PATENT



EVIDENCE OF INTEREST

OPENED YOUR EMAIL

VISITED YOUR WEBSITE

VIEWED YOUR LINKEDIN
PROFILE



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CHANGE IN TACTS

CHANGE IN SUPPLY CHAIN

NEW WEBSITE

EVENT ANNOUNCEMENT



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08

LEGAL PROBLEMS

DATA BREACH

LAWS SUIT

REGULATORY COMPLIANCE



09

TRACK/FIND SALES TRIGGERS WITH:



LINKEDIN

INSIDEVIEW

CRUNCHBASE

GOOGLE ALERTS



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GROWTH EXPERTS

— With DENNIS BROWN —

TUNE IN AND LEARN MORE ABOUT...

HOW TO USE B2B SALES TRIGGERS TO GET MORE CLIENTS

<https://www.askdennisbrown.com/170>

