

# Define + Discover Your Buyers' Hidden Sales Triggers

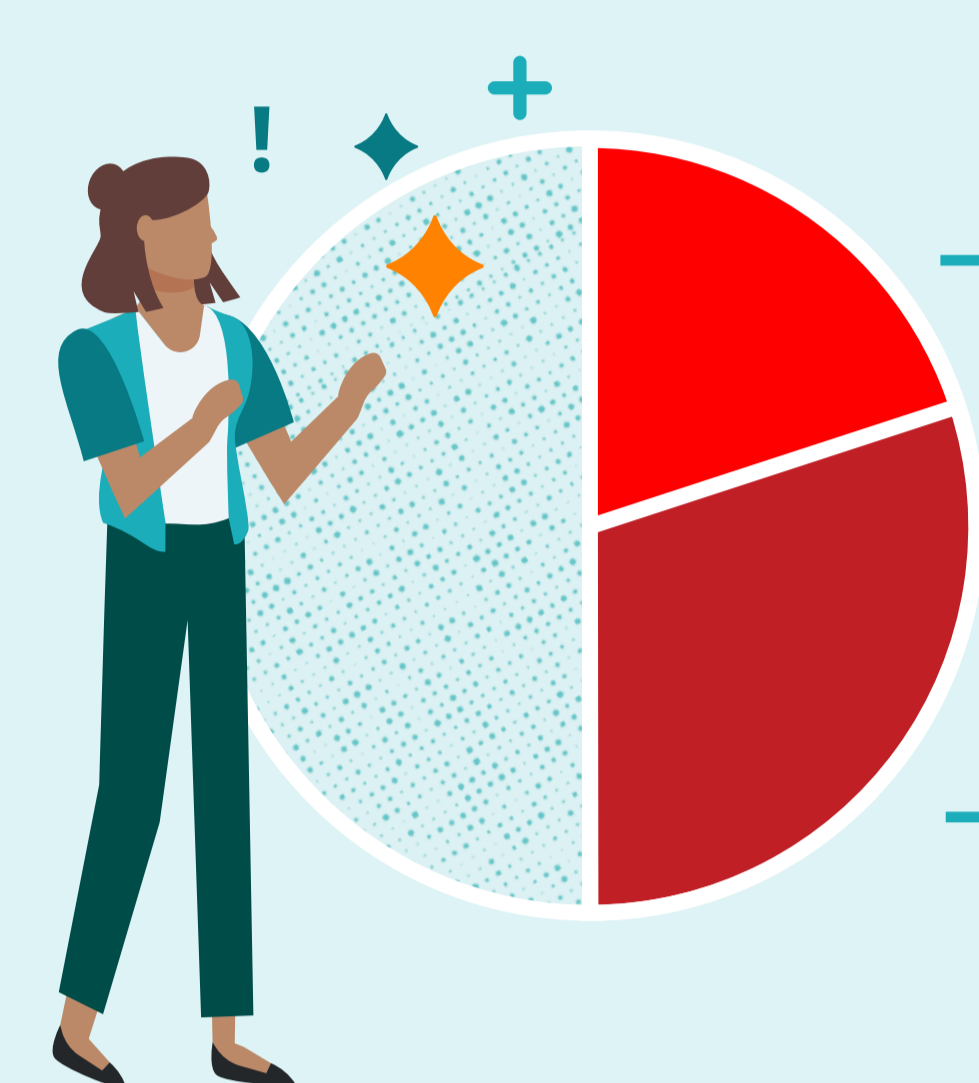
## DEFINE

### What are sales triggers?

Events that may indicate a need for a solution or service and that open the door to a sales conversation.

#### Examples:

- Acquisitions
- Leadership changes
- New offerings
- Expanding operations
- Funding developments
- Data security events
- Real estate deals



Industry rule of thumb:

**30-50%**  
of sales go to the first  
vendor to reach out.<sup>1</sup>

Get ahead of your competition  
by leveraging sales triggers.

### What are *your* buyers' sales triggers?

Evaluate your most successful sales. Is there a common need or event that triggers the buyer's purchase?

#### Example:

For a company that sold chemical safety training, their triggers were chemical accidents and OSHA fines

## DISCOVER

### How will you know when these triggers happen?



#### Option 1

**Subscribe to news sites and trade publications.** The problem? That can be slow going and the news gets stale quickly.



#### Option 2

**Search for relevant news when you're doing pre-call research.** The problem? You will miss important events between searches.



#### Option 3

**Set-up alerts on social media.** The problem? While this brings the news to you in real-time, it delivers all the news whether or not it's relevant for B2B sales. The volume soon becomes overwhelming.

RECOMMENDED



#### Option 4

**Use InsideView Insights, a sales intelligence solution that filters news topics for relevance and delivers alerts in real time.**

### Advantages of a world-class sales intelligence solution:

- Categorizes the news into business-relevant topics
- Weeds out irrelevant news
- Delivers alerts in real time
- Delivers alerts where you need them — in CRM, your inbox, and wherever you browse

Learn more about InsideView's sales intelligence solution, [InsideView Insights](#), or [contact us](#) to learn more ways to boost your sales performance.