

Get Your Foot in the Door By Leveraging *'Trigger Events'*



Craig Elias

Founder & Chief Catalyst



Seminar Overview

Every week decision makers in your territory experience a 'Trigger Event' that turns them into highly motivated buyers. Research shows you are **five times more likely to make a sale** when you get to these decision makers before your competition.

Get to these motivated decision makers first and you'll:

- Increase your close ratio
- Shorten your sales cycle
- Sell at higher prices
- Have core, loyal, customers who value your product/service, who will gladly be a reference, and provide you with that most treasured thing in sales - referrals.

In this session you'll learn how to leverage 'Trigger Events' so you can **repeatedly get your foot in the door and have first meetings with highly motivated decision makers before your competition.**

In this session you will also learn

- The three types of 'Trigger Events.'
- How to identify the best 'Trigger Events' for what you sell.
- Prospecting strategies for the three types of 'Trigger Events.'
- How to get called first when 'Trigger Events' happen to your prospects.
- How to stop your competition from being called when 'Trigger Events' happen.
- How to close more sales when 'Trigger Events' happen.

The Window of Dissatisfaction™

Be first with buyers in the Window of Dissatisfaction and you are five times more likely to make a sale.

Three Buying Modes:

1. Status Quo:
2. Searching For Alternatives
3. Window of Dissatisfaction™

A buyer's perception of value is:

How to know which buying mode the decision maker is in

- Status Quo:
- Window of Dissatisfaction:
- Searching Alternatives:

Strategies for each buying mode

- Status Quo:
- Window of Dissatisfaction
- Searching Alternatives.

Trigger Event Selling™

Trigger Events shift satisfied decision makers into the Window of Dissatisfaction.

Your REAL competition is.



aka Path Dependency

Three types of Trigger Events:

1. Bad Experience
2. Change/Transition
3. Awareness

Won Sales Analysis™

Identify the *Trigger Events* that lead up to prospects becoming your customer for the first time and the types of companies who are most likely to become your customer.

1) What change or *event* lead up to this process?

Trigger Event Selling™ Won Sales Analysis™

Customer Name: _____ Date of Sale: _____
Services Sold: _____

IDENTIFY			
What changes/events lead up to this purchase? (Select all that apply)			
Bad Experience	Change	Awareness	Notes/details
<input type="checkbox"/> People	<input type="checkbox"/> People	<input type="checkbox"/> Legal	
<input type="checkbox"/> Product/Service	<input type="checkbox"/> Places	<input type="checkbox"/> Risk Avoidance	
<input type="checkbox"/> Company	<input type="checkbox"/> Priorities	<input type="checkbox"/> Economics	
FIND			
When did the event(s) happen?			

CLOSE			
What made you choose us?			

IMPROVE			
What could we have done better?			

CLASSIFY			
Customer Demographics (Select One For Each Column)			
Size	Decision Maker	Industry	Notes/details
<input type="checkbox"/> < \$10 Million	<input type="checkbox"/> Local	<input type="checkbox"/> B2C	
<input type="checkbox"/> \$10 Mil. - \$100 Mil.	<input type="checkbox"/> National	<input type="checkbox"/> B2B	
<input type="checkbox"/> > \$100 Million	<input type="checkbox"/> International	<input type="checkbox"/> Wholesale	
Lead Source (Select One)			
Marketing	Sales	Self	Notes/details
<input type="checkbox"/> Online	<input type="checkbox"/> Local	<input type="checkbox"/> Networking	
<input type="checkbox"/> Offline	<input type="checkbox"/> Regional	<input type="checkbox"/> Cold Calling	
<input type="checkbox"/> Channel	<input type="checkbox"/> Divisional	<input type="checkbox"/> Customer Referral	
Size of Sale (Select One)			
<input type="checkbox"/> \$0 - \$5,000	<input type="checkbox"/> \$25K - \$50K	<input type="checkbox"/> \$250K-\$500K	
<input type="checkbox"/> \$5K - \$10K	<input type="checkbox"/> \$50K-\$100K	<input type="checkbox"/> \$500K-\$1Million	
<input type="checkbox"/> \$10K - \$25K	<input type="checkbox"/> \$100K-\$250K	<input type="checkbox"/> Over \$1Million	
Sales Cycle (Select One)			
<input type="checkbox"/> 1 day	<input type="checkbox"/> 2 - 4 Weeks	<input type="checkbox"/> 3 - 6 Months	
<input type="checkbox"/> 2 - 7 Days	<input type="checkbox"/> 1 - 2 Months	<input type="checkbox"/> 6 - 12 Months	
<input type="checkbox"/> 8 - 14 Days	<input type="checkbox"/> 2 - 3 Months	<input type="checkbox"/> > 12 months	

2) When did this *event* or change happen?

3) What made you choose us?

4) What could we have done better?



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ACTION: Use the Won Sales Analysis worksheet at the end of this work book to identify the ‘Trigger Events’ that result in new customers and the types of companies who are most likely to become your customers.



Emotional Favorite™

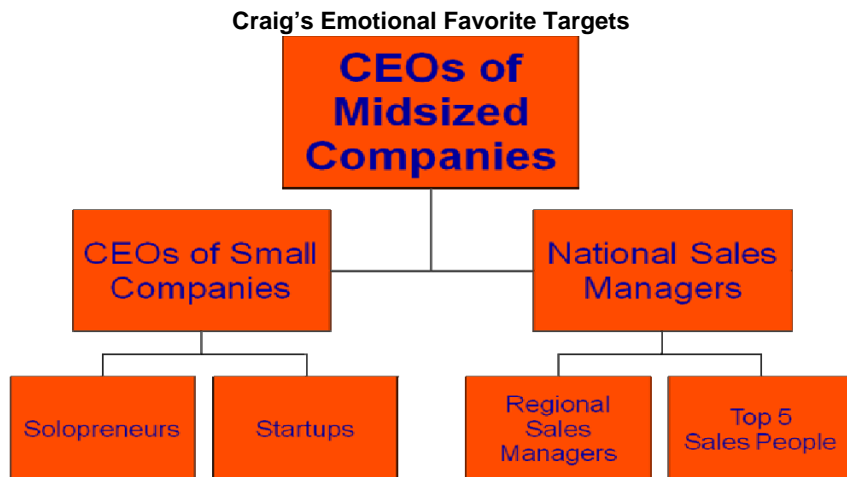
You get will called first by decision makers who experience *Trigger Events* when you have become their Emotional Favorite

People do some business with those they like and trust... They do more business with, and refer more often their Emotional Favourite. The Emotional Favourite is the person decision makers:

- 1.
- 2.
- 3.
- 4.

Those you want to be the Emotional Favorite of should have:

- 1.
- 2.
- 3.



ACTION: Use the Ideal Target Market worksheet at the end of this work book to map out who you want to be the Emotional Favourite of within five years.

First Call Effectiveness™

Be first to contact a decision maker who experiences a *Trigger Event* and address a their needs on your first call and you can win the business 75% of the time.

Do you know/remember AIDA?

A _____

I _____

D _____

A _____

Don't end your first call or visit with buyers who have experienced a *Trigger Event* until you have:

- 1.
- 2.
- 3.
- 4.

Buyers motivated by a *Trigger Event* can do three different things:

- 1.
- 2.
- 3.



The Credibility Curve™

Even when you get to buyers motivated by a *Trigger Event* before your competition, they are unlikely to buy from you if they believe the risk they take on by becoming your customer is greater than your credibility.

Risk = _____ X _____

- Complexity
- Cost

Credibility= _____ + _____ + _____

- Relationship:
- Leveraged:
- Expertise:

ACTION: Use the Opportunity Qualification worksheet at the end of this work book to map out the factors that result in new customers and rate your current opportunities,

Resources

LinkedIn Group

www.TriggerEventNetworking.com

Trigger Event Blog

Subscribe: www.TriggerEventBlog.com

Read: www.ShiftSelling.com

Trigger Alerts:

Google Alerts: www.google.com/alerts

Indeed: Job change notifications - www.Indded.com

Action Worksheets:

Won Sales Analysis: www.WonSalesAnalysis.com

Emotional Favourite: www.TriggerProspecting.com

Opportunity Qualification: www.TriggerQualifying.com

www.ShiftSelling.com/resources

JigSaw

Get 20 free contacts when you join by using the link in this section of www.ShiftSelling.com

LinkedIn

Get access to my network of over 10,000,000 people by sending me an invitation to connect to
Craig@CraigElias.com

Flanking

Jerry Vass' method to build relationships with those who are in the buying mode of Status Quo

Force Field Analysis

Kurt Lewin's work that explains the reasons people will stay with their current supplier and reasons they will change suppliers.

Blue Ocean Strategies

Rene Mauborgne and W. Chan Kim's work on understanding the difference between competitors and competition.

Trigger Event Selling™

Won Sales Analysis™

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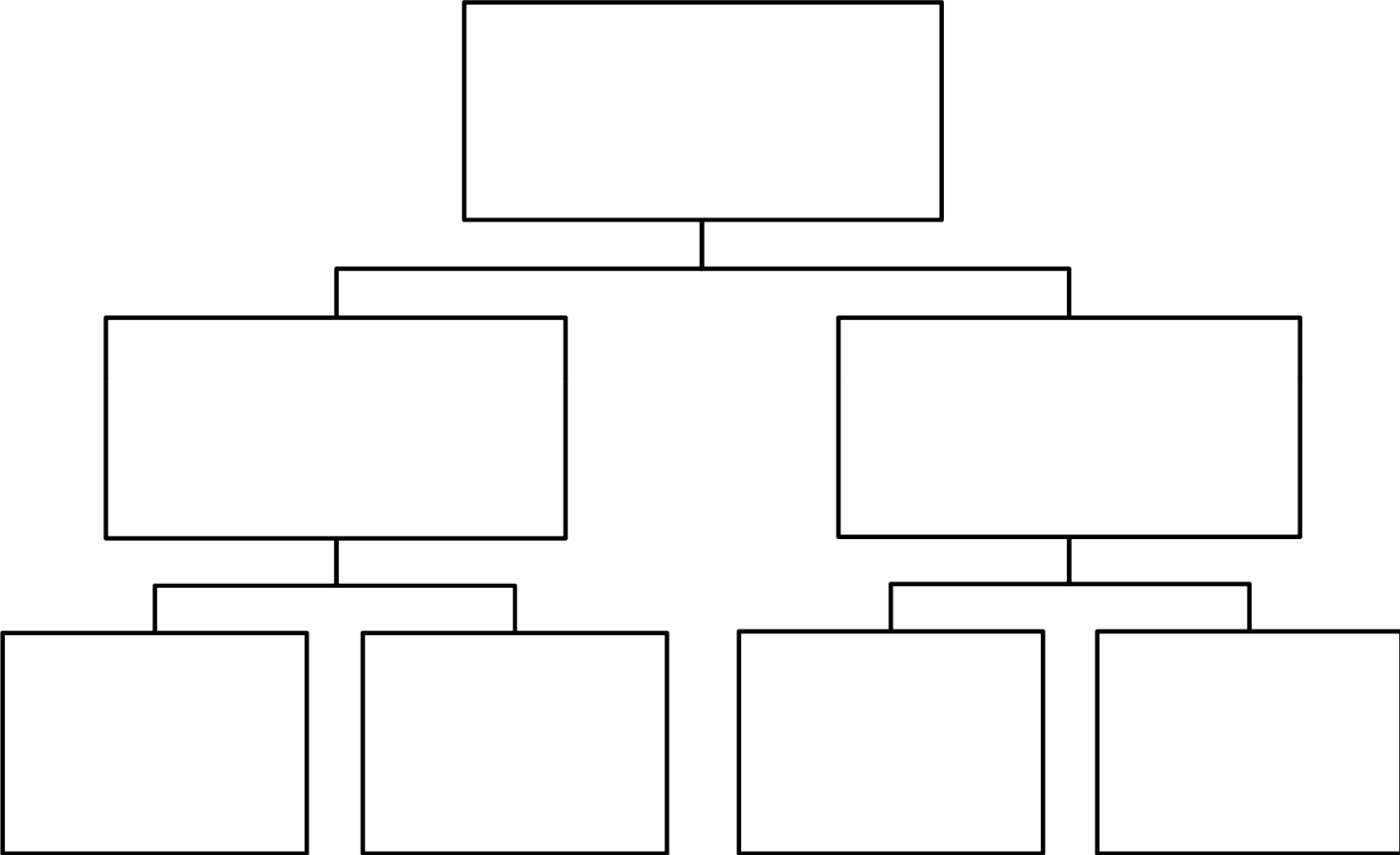
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<input type="checkbox"/> 8 - 14 Days	<input type="checkbox"/> 2 - 3 Months	<input type="checkbox"/> > 12 months	



Trigger Event Selling™

Ideal Target Market Worksheet



Trigger Event Selling™

Opportunity Qualification Worksheet

#	Criteria	Situation		
		"2"	"1"	"0"
1	Buying Mode	Window of Dissatisfaction	Searching Alternatives	Status Quo
2	Trigger Event	Bad Experience	Change or Transistion	Awareness
3				
4				
5				



This worksheet was produced in cooperation with Strategico Marketing Group

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Craig Elias- Speaker, Advisor, Trainer, and Coach

Craig Elias is the creator of **Trigger Event Selling™**, the Chief Catalyst at *SHIFT* Selling, Inc. and a leading expert on the art and science of timing - getting to the right buyers at EXACTLY the right time!

For almost 20 years Craig used his timing strategies to be a top sales performer at EVERY company that hired him - including WorldCom where he was named the #1 sales person within six months of joining the company.

Craig's strategies are highly regarded, winning him a \$1,000,000 prize in a global "Billion-Dollar Idea" pitch competition and have resulted in coverage on NBC news, in The New York Times, Business 2.0, The Wall Street Journal, The Nikkei Marketing Journal, Sales & Marketing Management magazine, and earning his last company the distinction as one of Dow Jones' 50 most promising companies in North America.

What started as a passion turned into a business...

Craig's passion is helping entrepreneurs and small businesses outsell larger more established players. His unique insights and revolutionary strategies are a universal solution to the ubiquitous problem of sales and apply to any product, or any service, in any industry and in any geography.

Craig spent much of 2004 and 2005 in San Francisco launching his last company and recently returned to his hometown of Calgary, Alberta, to be a first-time father. Craig now advises business leaders, trains sales teams, and coaches entrepreneurs, around the world, how to leverage timing strategies so they can sell more, sell sooner, and sell at a higher price.

How others have gained from Craig's expertise...

"We have grown the business by more than 50% from the previous year."

Donato Polignone, MSDS a Division of NuGeneration Technologies - Rohnert Park, California

"I went from closing one sale in twenty to closing two out of three."

Jess Harding, Independent Consultant - Banff, Alberta

"We gained equipment sales almost immediately."

Rodd Stubbs, Owner, International Security & Protection Co., Ltd. - Ho Chi Minh City, Vietnam

"Craig will save us 100's of hours of wasted time and effort while increasing our conversion rates."

J.P. Obbagy, President, Good Earth Travel Adventures Ltd. - Vancouver, British Columbia

"Craig has given me new insights on how to replicate my biggest successes."

Tom Bruin, Principal, Sharp Editing - San Francisco, California

"You have opened new doors for our business."

Peter Dufresne Jr. VP Sales, EPT, Inc. - Calgary, Alberta

"His insights and strategies could relate to almost any business."

Vicky Miller, Owner, Mayor Magrath Liquor Ltd. - Lethbridge, Alberta

"Craig is an excellent presenter who is both entertaining and informative."

Larry Keet, Sales Manager, DeVry Institute of Technology - Calgary, Alberta

"He is an incredibly engaging speaker with a very strong, action oriented, message."

Mark Ruthenberg, President, Alberta New Media Association - Edmonton, Alberta

"He gets the audience involved."

Karen Hawke, Director of Professional Services, Envista Technologies, Inc. - Calgary, Alberta



Topics

Increase Close Ratios by Recognizing the Window of Dissatisfaction™

Shorten Sales Cycles by Capitalizing on Trigger Events

Uncover More Opportunities by Utilizing Won Sales Analysis™

Earn Bigger Margins by Becoming the Emotional Favourite™

Get First Mover Advantage by Exploiting Trigger-Based Referrals™

Stop the Competition by Mastering First Call Effectiveness™

Overcome the Biggest Killer of Sales by Shifting the Credibility Curve™

Get Connected! How to go Beyond Networking for Sales Success

Previous Engagements

Sales Shebang

Dallas Blue Network

Ignite Your Business

Sales Start at the Top

Win The War of Business

Calgary Technologies Inc.

Canadian Professional Sales Association

Computer and Technology Showcase

