

**TRIGGER EVENTS**  
**The Silver Bullet**  
**In Sales?**

Craig Elias  
Founder & Chief Catalyst  


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**Objectives**



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**Objectives**



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## Objectives



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## Craig Elias

- 20 years as a top sales performer
- Trigger Event Selling™
- Billion Dollar Idea Contest
- Dadpreneur

The New York Times THE WALL STREET JOURNAL



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## Before We Get Started

Craig Elias

Craig Elias

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*"If you will do what most will not do  
for just the next few years,  
then you can do  
what they can not do  
for the rest of your life"*  
- Wade Cook

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**Results**

- **"... we grew 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 sales almost immediately ..."**  
Rodd Stubbs, Owner, International Security & Protection Co., Ltd. - [Ho Chi Minh City, Vietnam](#)
- **"... we saved 100's of hours of wasted time and effort while increasing our conversion rates."**  
J.P. Obbogy, President, Good Earth Travel Adventures LTD. - [Vancouver, British Columbia](#)

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**Selling Paradigm**

The *silver bullet* in sales is

**Timing:**

Getting in front of the right person  
at **EXACTLY the right time!**

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## What Is The BEST Timing?



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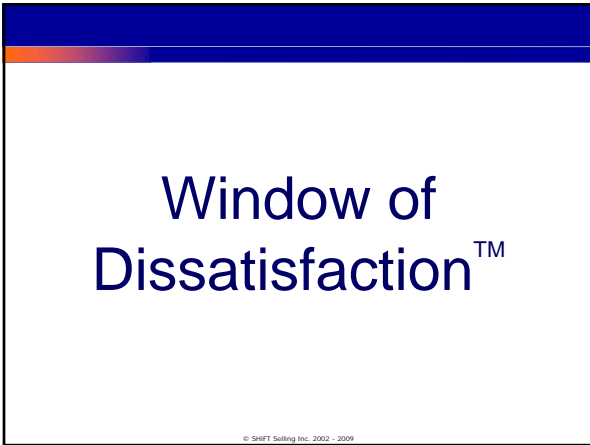
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## Window of Dissatisfaction™



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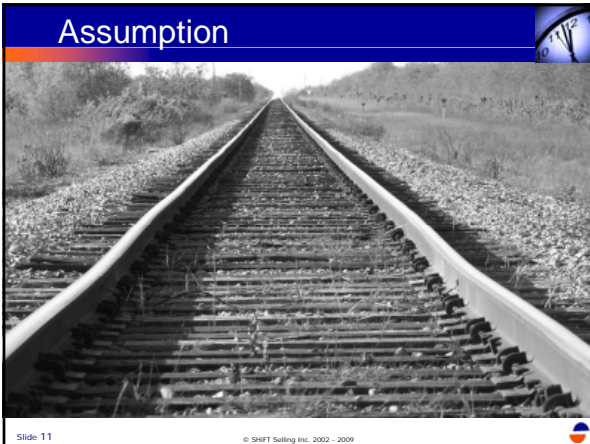
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## Assumption



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## Timing and Buying Modes

Status Quo

Window of Dissatisfaction™

Searching Alternatives

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## Timing and Close Ratios

Status Quo


Window of Dissatisfaction™

Searching Alternatives

0%

**60 – 90%**

10 - 20%



Source: InnerSell Survey of over 200 sales executives and sales people conducted in 2003

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## Window of Dissatisfaction



Adam knows what he has does not meet his needs but he is is *too busy* to start searching for alternatives

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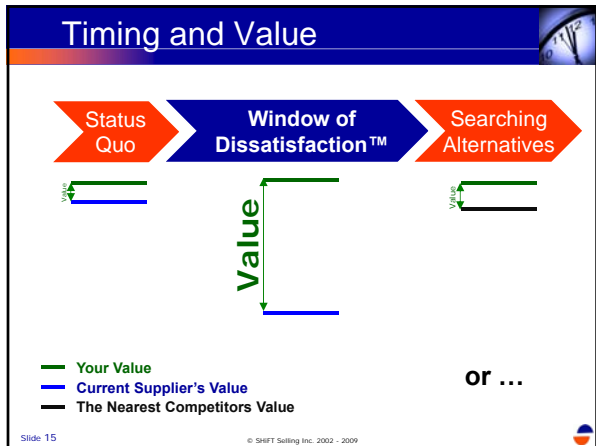
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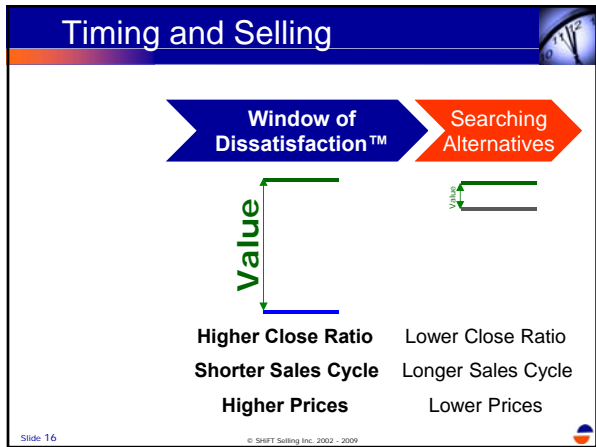
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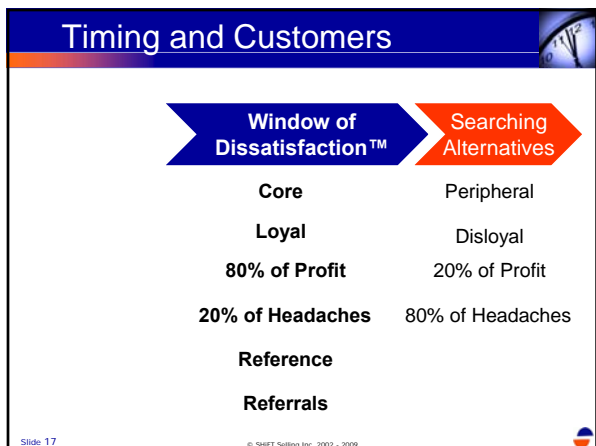
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## Value Proposition



**Window of Dissatisfaction™**

Increased Margins  
Higher Close Ratios  
Shorter Sales Cycles

Core Customers  
**Loyal Customers**  
80% of Profit  
References & Referrals

**Grow Faster:**

You don't have to replace customers and make up for lost revenues before you grow!

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## How To Know?



- **Status Quo**
  - Not interested
  - Don't need it **right now**
- **Window of Dissatisfaction**
  - We'll be looking at that in a few months
  - Call me back in ? when we'll be looking
- **Searching Alternatives**
  - Currently looking
  - Send me a quote

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## Worksheet: Window of Dissatisfaction

**Trigger Event Selling™**  
Window of Dissatisfaction™

Customer Name	Situation			
	Shorter Sales Cycle	Easy	Simple Price	Reference/Referrals

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**Exercise:**

- List a minimum of 10 recently won customers
- Put a check mark next to the each customer where:
  - ✓ The sale cycle was shorter
  - ✓ The sales was relatively easy to make
  - ✓ There was limited objection about price
  - ✓ The customer will act as a reference
- Odds are those with three or more check marks were in the Window of Dissatisfaction

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# Trigger Event Selling™

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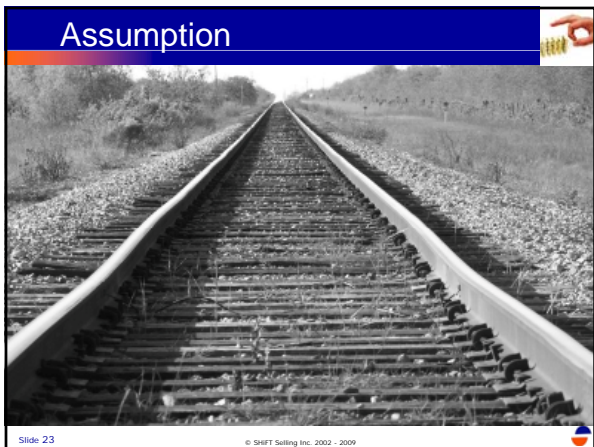
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## Your **REAL** Competition

- Buyers have selective perception
- Too busy to look at what you have
- You can't get their attention, unless...

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## Trigger Event Selling™

Status Quo

Window of Dissatisfaction™



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## Event Vs. Circumstance?



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## Event Vs. Circumstance?



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## A Trigger Event ...



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## A Trigger Event ...



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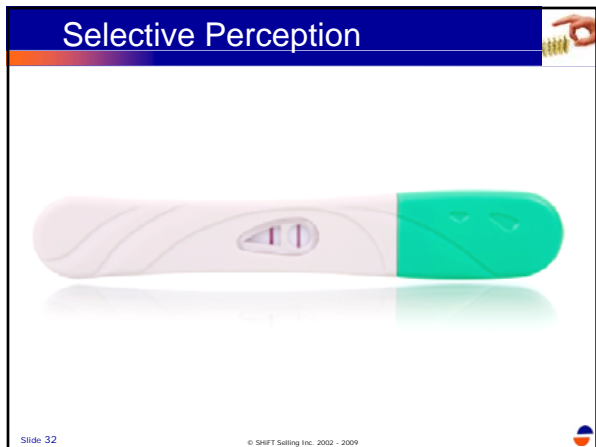
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## Event or Circumstance?

- Balding
- Married
- Divorced
- Pregnant
- Have a child
- Unhappy with current scenario or solution
- Just passed over for a promotion

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## Buying Modes and Trigger Events

- Status Quo
  - No *Trigger Event* for quite a while
  - Long-Term Opportunity
- Window of Dissatisfaction
  - Recent *Trigger Event*
  - Short-Term Opportunity
- Searching Alternatives
  - *Trigger Event* a while ago
  - Medium-Term Opportunity

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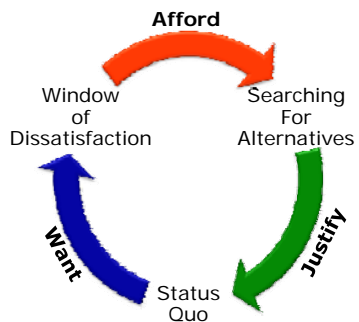
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## Three *Forms* of Trigger Events



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## Three *Forms* of Trigger Events

- **Want**
  - Increase in expectations
  - Decrease in performance
- **Afford**
  - Increase in income
  - Decrease in expenses
- **Justify**
  - To myself
  - To others

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## Worksheet: Personal *Trigger Events*

**Trigger Event Selling™**  
Personal Trigger Event Identification

Purchase	Trigger Event		
	Want	Afford	Justify
Car			
TV			
Shoes			
House			
Vacation			
Furniture			
Computer			
Education			
Retirement			
College Provider			
Phone Provider			
Financial Advisor			
Business Colleague			
Internet Connectivity			

- Exercise**
- Try to identify the events that triggered you to
    - ✓ Want
    - ✓ Afford
    - ✓ Justify
  - List any other items that come to mind and the events that *triggered* those purchases

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## Want Events

- **$P/E \geq 1$  = Status Quo**
  - As long as the performance of the current solution / provider is greater expectations, the buyer remains satisfied and stays in Status Quo.
- **$P/E \leq 1$  = Window of Dissatisfaction**
  - A Window of Dissatisfaction is created when *Trigger Events* cause:
    1. A buyers expectations be greater than the current suppliers performance
    2. A current suppliers performance to be less than the buyers expectations

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## Want Event Type #1

- Bad Experience
  - **Product/Service**, people, providers
- Change in sellers environment
  - Change in product/service
  - Change in people customer deals with
  - Change in a company ownership

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## Want Event Type #2

- Change / Transition
  - **People**, Places, Priorities
- Change in buyers environment
  - Change in buyer
  - Change in locations
  - Change in aspirations

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## Want Event Type #3

- Awareness
  - Legal, **risk**, economics
- Opportunity or Threat
  - Statutory or regulatory
  - Risk avoidance
  - Productivity or expenses

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## Event Analysis

	Bad Experience	Change / Transition	Awareness
Level of Emotion	High	Medium	Low
Predictable	Low	Medium	High
Controllable	Low	Medium	High
Relationship Needed	Little or None	Some	Strongest
Likelihood of being YOUR customer	High	Medium	Low

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## Won Sales Analysis™

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## What Events Lead Up To...



- Let's you categorize the *Trigger Events* that lead up to this purchase
- What changed?
- What made this a priority?
- What events lead up to this purchase?
- What made you buy?
  - Not, what made you buy from us

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## When Did They Happen?



- Trigger Events make people emotional
- Emotional people change their buying habits
- The more emotional the more likely they are to act
- Get to customers when they are emotional enough to jump over the hurdles of becoming your customer

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## What Made You Choose Us?



- Notice I did not ask why?
- Not the usual feature and benefit 'fluff'
- What mental gymnastics did the customer do to apply your product or service to their business?
  - Prevents future forms of mental gymnastics
  - Sales training is about improved customer acquisition & customer retention while selling at higher prices, having shorter sales cycles, and higher close ratios

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## Capturing New Customers

1. Wait for *Trigger Events*
  - Think of me when your current supplier:
    - Can't meet your deadlines
    - Is non-responsive
    - Can't meet your budget
2. Leverage *Trigger Events*
  - Reach, Recentcy, Relevant
3. Create *Trigger Events*
  - Convenience, Psychographics, Risk Avoidance

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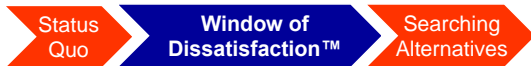
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## First Call Effectiveness



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|--|---|--|
| <ul style="list-style-type: none"><li>• No <i>Trigger Event</i></li><li>• Raise expectations</li><li>• <b>Build a relationship</b></li></ul> | <ul style="list-style-type: none"><li>• Recent <i>Trigger Event</i></li><li>• Get them out of the office</li><li>• <b>Create new Status Quo</b></li></ul> | <ul style="list-style-type: none"><li>• <i>Trigger Event a while ago</i></li><li>• Reduce the risk</li><li>• <b>Become #2 choice</b></li></ul> |
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## Resources

- [ShiftSelling.com/SalesAssociation](http://ShiftSelling.com/SalesAssociation)
- Worksheets
  - Window of Dissatisfaction
  - Personal Trigger Events
  - Won Sales Analysis
  - Trigger Event Qualifying
  - JigSaw – 20 Free Contacts

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# Questions ?

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## Summary

If you only remember three things about today please remember:

1. Focus on the Window of Dissatisfaction
2. Look for Trigger Events
3. Analyze your wins

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## Objectives



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## Objectives



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## Objectives



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## Taking Action

What is the **one thing**  
you will do differently  
from **today** forward?

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## Contact Information

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