

Twenty-Nine Sales Trigger Events and How to Track Them*

Sales Trigger Event	Google Alerts	LinkedIn	Sidekick	Social Media	Industry News	News	Company's Site: PR page	Analyst Websites	SEC Filings	Earnings Calls	Insider Correspondence
New Executives	X	X					X				
New Job/Role for Current Contact		X									
Large Customer Announcement	X				X		X				
Company Expansion	X						X				
Company Relocation	X						X				
New Product/Service Announcement	X			X	X		X				
Competitive Product/Service Announcement	X			X	X		X				
Major Competitive Move	X			X	X		X				
Dissatisfaction with Current Vendor				X	X						
Bad Quarter					X				X	X	
Good Quarter					X				X	X	
Mergers and Acquisitions	X				X		X				
Legal Problems					X						
Significant Changes in Hiring Velocity	X				X		X				
Major Industry Development					X						
New Organizational Strategy/Initiatives				X							X
Buyer Opens Your Email			X								
New Legislation					X						
Increase in Expenses									X		
Change in Price/Availability of Essential Resources/Materials					X						
Awards	X				X		X				
Evidence of Interest				X							
Analyst Report	X				X			X			
Entering Into a New Market	X			X	X		X				
Additional Funding/IPO	X				X		X				
Event Announcement	X						X				
New Critical Positions Created				X			X				
Press Coverage	X				X	X					
Custom to Buyer's Industry				X	X						

*Source: Emma Snider, <http://blog.hubspot.com/sales/types-of-trigger-events-and-how-to-track-them>