



SOURCE

Buyer Trigger Cheat Sheet

25 Signals That Can Create a Reason Now

Find the change. Form the hypothesis. Validate it with the buyer.

Suncoast Spark · Free Resource for B2B Account Executives

Change creates questions. Not certainty.

A strong target account can stay inactive for years if nothing creates pressure to change. Triggers matter because they can signal a shift in the buyer's world — but they do not tell you what that shift means for them.

A trigger *may* signal...

- A new priority
- A new constraint
- A new executive mandate
- A shift in risk
- A change in budget
- A reason the status quo may no longer work

A trigger alone does *not* prove...

- A business problem exists
- Your solution is relevant
- Budget is available
- The buyer intends to act

TRIGGER = REASON TO INVESTIGATE

Not a reason to assume.

Leadership + Strategy Signals

Changes at the top — and to strategic direction — can ripple through priorities, vendors, teams, and operating models.

01 New Executive Leader

Why it may matter: New leaders often reassess priorities, teams, vendors, and operating models.

Investigate: What has this leader been hired to change?

02 New Strategic Initiative

Why it may matter: Major initiatives can create new capability, process, technology, or talent needs.

Investigate: What has to change for the initiative to succeed?

03 New Business Unit or Market Entry

Why it may matter: Expansion can create complexity, scale, coordination, and infrastructure requirements.

Investigate: What new challenges come with this growth?

04 Reorganization

Why it may matter: Roles, accountability, processes, and priorities may all shift.

Investigate: What changed in ownership, workflow, or decision making?

05 New Board or Investor Pressure

Why it may matter: Leadership may face increased expectations around growth, efficiency, profitability, or risk.

Investigate: What outcomes is leadership now being pushed to improve?

Growth + Operating Signals

How a company is scaling — or contracting — often creates the conditions where existing approaches stop working.

06 Rapid Hiring

Potential implication: Scaling may expose gaps in process, onboarding, systems, or management.

Investigate: Where is growth creating pressure that the current approach isn't keeping up with?

07 Hiring Freeze or Layoffs

Potential implication: The company may need to maintain output with fewer resources.

Investigate: What does the team still need to deliver — and what's changed about how they can do it?

08 Acquisition or Merger

Potential implication: Integration may create process, system, stakeholder, or operating complexity.

Investigate: What has to get reconciled between the two organizations — and where is that work the hardest?

09 Geographic Expansion

Potential implication: New regions may require new infrastructure, compliance, processes, or coordination.

Investigate: What does operating in a new geography require that isn't already in place?

10 Product or Service Expansion

Potential implication: New offerings may create new selling, service, operational, or technology requirements.

Investigate: What capability gaps does the new offering expose across teams?

Financial + Market Signals

Financial pressure and competitive movement can shift priorities quickly — and create urgency that wasn't there before.

11 Cost-Reduction Mandate

Investigate: Where is leadership trying to remove cost or inefficiency — and which functions are under the most scrutiny?

12 Missed Revenue or Growth Targets

Investigate: What is preventing expected growth — and what conversation is happening internally about the cause?

13 New Funding

Investigate: What priorities is the capital intended to accelerate — and which parts of the business are expected to move faster?

14 Profitability Pressure

Investigate: Which parts of the operating model are under scrutiny — and where is the pressure to perform coming from?

15 Major Competitive Move

Investigate: How is the company responding to changing competitive pressure — and where is that response creating internal urgency?

Technology + Risk Signals

Technology changes and risk events can surface hidden process gaps, force new decisions, and shift how leadership thinks about controls.

16 Major Technology Implementation

Investigate: What workflows, teams, or processes must change around the new technology — and what isn't ready for that change?

17 Technology Consolidation

Investigate: What tools or systems are being rationalized, why — and what capability gaps might the consolidation create?

18 Security or Privacy Event

Investigate: What risks or controls are now receiving more attention — and where is accountability landing?

19 Regulatory Change

Investigate: What new obligation, process, cost, or risk does the change create — and who owns getting the company into compliance?

20 System Failure or Operational Disruption

Investigate: What did the disruption expose about the current approach — and what pressure exists to prevent it from happening again?

Customer + People Signals

Signals from customers and employees often reflect problems that leadership already knows about — but hasn't yet resolved.

21 Customer Experience Pressure

Investigate: Where is the customer journey failing to meet expectations — and which team owns improving it?

22 Customer Loss or Churn

Investigate: What appears to be driving customer dissatisfaction or attrition — and what is the business doing about it?

23 Employee Engagement or Retention Issue

Investigate: What operating or management challenges may sit behind the people signal — and what is leadership attributing it to?

24 New Workforce Model

Examples: Remote work, return-to-office, global teams, contractor expansion.

Investigate: What new coordination, management, or process challenges does the model create — and where are the friction points?

25 Major Customer Win

Investigate: What new capacity, delivery, onboarding, or scale requirements follow the win — and is the business ready to absorb them?

Don't lead with the news. Lead with the question it creates.

Use this structure to move from trigger to a useful hypothesis before you reach out.

Account ----- ----	Trigger Observed ----- ----
Source ----- ----	What We Know ----- ----
What This May Mean ----- ----	Why It Could Matter ----- ----
Who May Care ----- ----	What We Still Need to Validate ----- ----
Best Question to Ask -----	

Putting it into practice

The worksheet is only useful if what follows is a sharper outreach — not a news recap. Here is the difference in practice.

✗ Weak "Congratulations on your acquisition. We help companies like yours..."	✓ Better "I saw the acquisition announcement. When two organizations come together, teams often have to rethink how X is handled. Is that something you're working through yet, or not really?"
✗ Weak "I noticed you're hiring."	✓ Better "You've added a significant number of roles in the last few months. I'm curious whether that growth is creating any pressure around X, or whether your existing approach is scaling well."



AE ON DEMAND

Finding the trigger is only the beginning.

AE on Demand helps account executives turn signals like these into account hypotheses, outreach strategy, discovery preparation, stakeholder thinking, deal strategy, and next-step decisions inside ChatGPT or Claude.

The trigger tells you what changed.

AE on Demand helps you decide what to investigate and what to do next.

Explore AE on Demand at aeondemand.com

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