

Compelling Events

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Compelling Events

The Only Real Shortcut in Sales

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What is a Compelling Event?

All business engagements have triggers—the catalyst that creates need. But not all triggers carry equal weight or urgency. Some fade quickly, while others demand immediate attention and drive decisive action.

Compelling Events are high-impact triggers that create genuine urgency and opportunity. They possess three essential dimensions that separate them from ordinary business needs:

Timebound

A clear deadline creates pressure for decision-making and action

Executive Visibility




Leadership attention ensures resources and prioritization

Organic to Business

Rooted in genuine business needs, not manufactured urgency

Examples of Compelling Events

Different business moments create unique pressures and needs across departments. Understanding these patterns helps you identify opportunities early and position your solution effectively.

	<div><div>Funding Round</div><ul style="list-style-type: none">• HR conducts due diligence on talent and compensation• GTM implements revenue tracking systems• Finance demands visibility into burn rate and metrics• Procurement tightens vendor management and usage</div>
	<div><div>New Market Expansion</div><ul style="list-style-type: none">• HR ensures compliance with local regulations• GTM plans headcount for regional coverage• Finance creates budget projections and models• Procurement evaluates tools for new market needs</div>
	<div><div>New Product Launch</div><ul style="list-style-type: none">• Executives require cross-functional alignment• Marketing builds brand recognition campaigns• Sales needs comprehensive playbooks and training• Operations coordinates enablement and support</div>

Why Do Compelling Events Matter?

Compelling events are your secret weapon for accelerating deal cycles and closing enterprise opportunities. When you align with genuine business urgency, everything moves faster.

These events dramatically **reduce the friction of organizational change**, cutting through the typical barriers that slow down purchasing decisions.



Reduce Change Steps

Compelling events naturally satisfy multiple stages of Kotter's 8-Step Change Model, eliminating the need to manufacture urgency or build consensus from scratch



Executive Buy-In

Leadership visibility is inherent—executives are already paying attention, making it easier to secure budget approval and stakeholder alignment



Clear Urgency

Built-in deadlines and business pressure create natural momentum, allowing you to align your solution with existing priorities rather than creating new ones

How To Find Your Compelling Events

Your approach to discovering compelling events depends on your experience level and organizational knowledge. Each level builds on different information sources and research methods.

01	02	03
Level 1: New Seller, New Company	Level 2: New Seller, Existing Company	Level 3: Existing Seller, Existing Company
Start broad with industry research—analyze case studies, listen to industry podcasts, and scan LinkedIn profiles of target executives for recent initiatives and transformation projects	Leverage internal resources—review company case studies, mine CRM data for patterns, and interview successful sellers and partner teams about winning deals	Conduct a deep audit of your last 10-25 closed/won opportunities to identify recurring patterns and successful engagement strategies

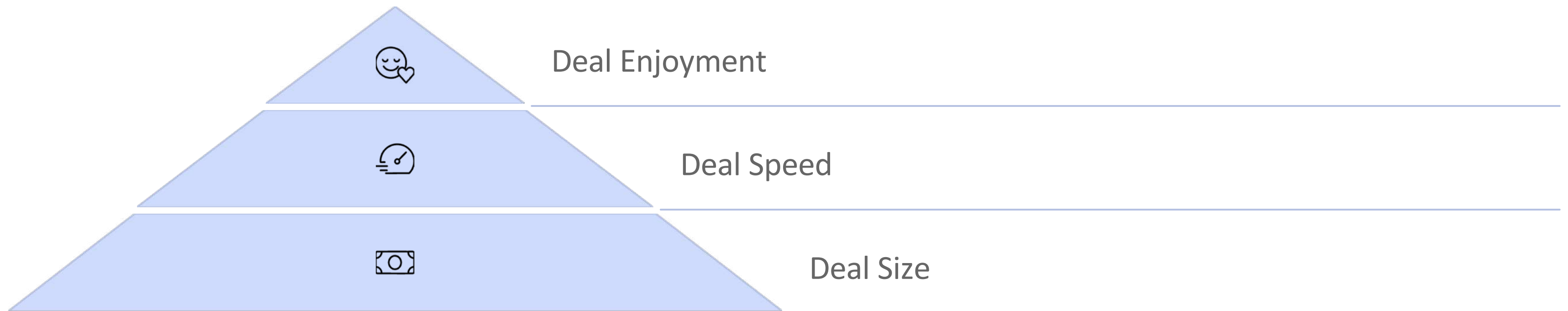
Your Deliverable: 5-10 Compelling Events

Document each compelling event with rich detail:

Time to Close	Key Priorities	Stakeholders	Business Outcomes
Average deal cycle length	Business objectives driving urgency	Decision-makers and influencers	Results achieved for the customer

How to Prioritize Your Compelling Events

Not all compelling events deserve equal focus. Prioritize based on three critical dimensions that balance revenue impact, personal motivation, and operational efficiency.



The sweet spot combines **high revenue potential** with opportunities you genuinely enjoy pursuing, while maintaining a reasonable time to close. This creates sustainable performance and prevents burnout.

Score Accounts by Propensity for CE

The difference between spam and strategic outreach is simple: **relevance**.

Generic messages get ignored. Targeted, timely messages that address real business needs get responses.

Transform your outreach by scoring accounts based on their likelihood to experience your prioritized compelling events. This data-driven approach allows you to focus energy where it matters most.

Develop Department-Specific Campaigns

Procurement teams during board-mandated spend reviews

HR teams managing compliance ahead of fundraising

M&A teams during active acquisition periods

Finance teams preparing for audit season or year-end close

Sort and rank accounts by execution priority, then build campaigns that speak directly to the challenges each department faces during specific compelling events.



Spam vs. Relevance

Spam: Same message for everyone, sent at random times

Relevance: Right message, at right time, to right person

Map the Jobs to Be Done

Popularized by Clayton Christensen, the "Jobs to Be Done" framework provides a powerful mental model for understanding all the work surrounding a specific business event. Once you map out these jobs, you can strategically align resources and identify critical decision points where your solution adds maximum value.



Think Beyond Features

Customers don't buy products—they hire solutions to complete jobs. Understanding these jobs reveals true value drivers.

Example: Sales Leader Supporting a Product Launch

People Considerations

- Do you need new headcount to support launch volume?
- Can existing team members be upskilled effectively?
- What training and onboarding timeline is required?

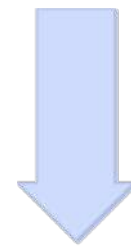
Tools & Resources

- Are comprehensive playbooks developed and tested?
- Do you have case studies or beta customer stories?
- Are CRM and internal systems configured for launch?

Commercial Strategy

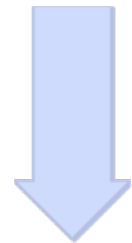
- How does the pricing model work for this product?
- What are appropriate discounting bands and approval levels?
- How do incentives align with launch objectives?

Urgency cannot be manufactured. It can only be discovered and aligned.



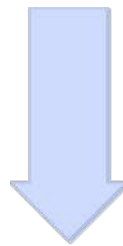
Discover True Urgency

Understand the urgency behind their interest, the outcomes at stake, and the specific jobs to be done to achieve those outcomes



Build Coalition Alignment

Create a plan that the entire coalition—from champions to stakeholders—can rally around and support with confidence



Execute Your Role

Know your specific role in the customer's journey and play that part with excellence—whether advisor, implementer, or strategic partner

Master the art of compelling events, and you'll transform from a vendor pushing solutions to a strategic partner helping customers seize critical opportunities.

SALES SUCCESS SUMMIT

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