

How to Find New IT Clients with Sales Trigger Updates:

20 Must-Have Secrets to Get New Clients When They Just Changed Jobs

We all know that selling is easier when the status quo is disrupted – your potential client is growing, or has just gotten more funding or needs to comply with recent regulations. These events drive purchasing decisions and when addressed in real time, they can give your team an advantage over your competition.

However, the primary sales trigger event you need to track is management change. Let's say you sell IT security solutions to corporate CIOs and CTOs. If you track appointments and promotions of Chief Information Officers and Chief Technology Officers (with the help of [CTOsOnTheMove](#) or not) and can introduce your service before your competition does, then you are that much more likely to be successful.

So, let's say you found out that Jane Doe was just recently appointed as Chief Information Officer at Acme Corp., a potential client you've been courting for the last six months. What can you do? And what should you do?

Here is the list of 20 possible actions you can take to establish and grow the relationship with Jane and eventually close a sale. These actions fall into roughly four categories:

Connect



1. Send an Email

You can / should send an email. For many people email is the preferred mode of communication. Further, if worded correctly, a cold email would not be considered spam. For example:

Subject: Jane / congratulations

Hi Jane,

Congratulations on your appointment as CIO of Acme Corp. I recently came across a press release announcing your career move and I am happy that you have this excellent growth opportunity in front of you. My best wishes of success to you.

I noticed in the press release that you used to work for Widget & Co. – they happen to be one of our largest and oldest clients in the area of IT security. I imagine, especially with the latest breaches and hacker attacks, this item would be high on your priority list and...

This email is:

- Timely - it is not a generic email on an autopilot, it is timed to the appointment/promotion of a CIO.
- Relevant – I am only pitching something that I know the person on the other end is likely to be responsible for and therefore be interested in.
- Contextual –notice how I am referencing the previous employer? This is just to show that I've done my homework.
- Actionable – you should finish this with a pitch. Not to sell, but to go to the next step: schedule a phone call, attend a webinar, open a whitepaper, etc.

2. Make a Phone Call

The fastest thing would be to pick up the phone and call. If the news is fresh off the press, then it is unlikely that this number will be called by many people right off the bat.

You: Hi, Jane. This Kevin Bloom from NeverFail Security. This is not a sales call; I just wanted to congratulate you personally on your recent appointment as Chief Information Officer of Acme.

Jane: ... Well... thank you!

You: I know you must be busy taking the reins at such an organization at Acme and I don't want to keep you away from your duties. As you may know, your previous company XYZ Corp, was one of our clients and so I hope we can talk IT security after you get a hold of things there – I will send you a quick email to make it easy.... And congrats again!

Here you are wrapping up an action call – setting up a meeting – during a congratulatory phone call; however, it is not a hard sell and therefore is unlikely to generate push-back.

3. Leave a Voicemail

Voicemails are tricky. Not all of them allow you to re-record and busy people tend to delete them after barely listening to them. Here's what you can do:

- Generate curiosity
- Don't sell on the voicemail, sell the next step
- Tell them what follow up you WILL DO, because telling them what follow up THEY should do is pointless
- Do a follow up

"Hi Jane. This is Kevin Bloom from NeverFail Security. I want to congratulate on your appointment as CIO of Acme. I saw the news and I am very happy for you. I know you must have a thousand things on your mind right now and maybe we can of help for you – I will send you a quick note with details; so please look out for Kevin Bloom in your Inbox. Congrats again!"

4. Send a Letter

By now you get the gist of how a successful communication can go:

- Focus on the person, not on your agenda
- Don't sell your service; sell the next step – phone call, meeting, etc.
- Make it easy for another person – (i.e. do a follow up yourself)
- Make it timely, relevant, personal and actionable.

With these guidelines in mind and the email, phone and voicemail scripts I am sure you can put together a brief letter. Extra points if it is hand-written!

5. Meet Face-to-face

Face-to-face meetings are tricky; however, if you know that the person is going to be attending, or better yet, speaking at an industry event, do go. This would present an excellent opportunity to approach this person BEFORE the speech and say "congrats."

Send a Gift



6. Send a Bottle of Wine

Celebration calls for a nice bottle of wine or, better yet, champagne. Luckily today this can be arranged for any budget from anywhere around \$50 all the way to \$500+. If you can pull this off, just imagine your next conversation: “Hi, this is Kevin... yes, the one who sent you a bottle of Dom to celebrate your appointment... yes, next week sounds fine.”

7. Send a Gift Basket

Not everyone drinks; however, anyone would appreciate a tasteful and thoughtful gift basket. Stick with traditional foods, candy, etc. An added benefit is that you can pull this off with virtually no budget to speak of. Again, probably you wouldn't be able to do this for 100+ who change jobs every month – link – however for the select few, hard-to-get executives this might as well be a clincher.

8. Mail a Biz Card Holder

Think of a business-related item that any business person can use. How about a business card holder, or an 8GB flash drive, or the latest business book on what made Apple successful? The possibilities are truly endless.

9. Arrange a Free Subscription to an Industry Publication

There must be a handful of publications that every IT executive reads. A newly minted CIO needs to get up-to-speed and a subscription to an industry publication would be very thoughtful. Every time this CIO gets the magazine, he/she would think that it was you who set that up.

10. Send Your Company Swag

There is company swag and there is company swag. Send the one that is useful, not cheesy or self-promotional, and more than anything – tasteful. I am sure things like an 8 GB memory sticks would not be thrown away.

Celebrate



11. Invite to an event your company is sponsoring

If you are sponsoring or, better, hosting an industry event – InterOp, Gartner, OpenWorld, Sapphire, etc. - invite the newly minted CIO to this event, gratis. What a cool move!

- You give something that's exclusive for free.
- By virtue of being sponsor/host you get the credibility of the event
- You make the CIO feel special and “included”

12. Provide free access to exclusive case study/research

If you have exclusive content, a private research or study; a survey of key players, etc. – share this content with the new IT executive. Just make sure that the content IS exclusive. Otherwise, it will come across as salesy. We don't want that.

13. Invite to an exclusive webinar

Ditto for exclusive webinar or conference call. Invite a key thought leader on a topic of common interest – IT security, cloud, Mobile workforce, etc. – and arrange to interview

this person by your CEO. Then invite your current and prospective clients to listen in, for free.

14. Organize a private dinner for CIOs

I am sure that your city has a fair share of private clubs. New York has close to a hundred. If that's out of reach, a high-end hotel would do. Organize a private dinner for 20 select CIOs, invite an interesting speaker (who recently published a book, he/she would speak for free just to mention the book). Invite 10 of your clients and 10 of your top prospects, including those who recently changed jobs. The best part: your clients will do the selling for you! When you do the seating chart make sure that all of the clients are sitting next to prospects.

15. Offer a speaking opportunity

Invite the newly minted CIO to speak. This could be a face-to-face event, a webinar, or a conference call. The topic of the conversation is beside the point. The new CIO gets free PR and a promotion of his/her personal brand. You get some much needed face time that you will later convert into a business conversation and a sales deal down the line.

Shock'n'awe



“Shock’n’awe” is a term I borrowed from [Gary Vaynerchuk](#) who is all about being genuine and connecting with people on a personal level before ever trying to sell them anything. One of the things Gary is speaking on is going above and beyond for customers, if for no other reason than that's 1) the right thing to do and 2) they, the customers, will not stop talking about it (in social media).

16. Leverage LinkedIn

Go to their LinkedIn profile or the text of the press release (that you can find on ctoonthemove) and reference the companies they used to work for - are they your

current clients? – Go through interests / groups / reading list / schools – Yoga? Cooking? Golf? – Send a gift!

17. Use Twitter

If they tweet – what do they care about work or non-work –wise? – make it thoughtful, not creepy.

Gary Vaynerchuk found that one of his first-time buyers was a die-hard sports fan; so he sent him a signed jersey he bought on eBay. A small gesture, a few nice words... This buyer was so overwhelmed that he sent: “I spent 100K on wine with another business and they don’t even know my name. You got it now...” Imagine that?!?

18. Throw a celebratory bash

Throw a celebratory bash with CIO peers from the industry. It could be as simple as drinks at a fancy bar to a private dinner at a steak restaurant. Your imagination should only be constrained by your budget. But even if you have a slim budget there are excellent shortcuts available that help you provide a super value for relatively little \$ amounts.

19. Take a one-pager ad

Every industry has at least one publication that everyone in the industry reads. Take a half page (full page, if you can afford it) and congratulate the CIO on their career move, e.g.:” SAP congratulates John Dow in his appointment as CIO of Acme!”

20. Take out a Google ad

If a Google ad can [land this guy a job](#) there is no reason you can’t land a client with the same/similar technique. Take an ad on Google for “FirstName LastName CompanyName.” When the CIO searches for his/her name your ad: “ABC Corp. congratulates Jane Doe on her new appointment as CIO!” will come up. Make sure it links to a well designed and thoughtful landing page.

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