

What Are Buying Triggers?

- Buying triggers are the psychological, emotional, or practical cues that compel a consumer to make a purchase, whether it's driven by a desire to fulfill a need or want, address a problem or pain point, capitalize on an opportunity, or satisfy an emotional or aspirational goal.
- Buying triggers are specific stimuli or factors that prompt a consumer to make a purchasing decision.
- These triggers can be internal or external and may vary depending on individual preferences, needs, and circumstances.
- The catalysts that motivate someone to take action and buy a product or service.

Why Are Buying Triggers Important?

- **Understanding Customer Behavior:** Buying triggers provide insights into customer behavior by revealing the factors that influence purchasing decisions. By identifying these triggers, businesses can better understand what motivates their customers to buy and tailor their marketing strategies accordingly.
- **Effective Marketing Strategies:** By knowing the specific stimuli that prompt consumers to make a purchase, businesses can develop more targeted and effective marketing campaigns. This allows them to create messages and offers that resonate with their target audience, increasing the likelihood of conversion.
- **Customer Engagement:** Recognizing and leveraging buying triggers helps businesses engage with their customers more effectively. By addressing customers' needs, wants, and pain points, businesses can establish a stronger connection and build trust with their audience, leading to repeat purchases and brand loyalty.
- **Opportunity Identification:** Buying triggers can also uncover new opportunities for businesses to innovate and expand their product or service offerings. By identifying emerging trends or unmet needs within their target market, businesses can develop new solutions that address these triggers and capture additional market share.
- **Competitive Advantage:** Understanding buying triggers gives businesses a competitive advantage by allowing them to differentiate themselves from competitors. By aligning their offerings with customer needs and preferences, businesses can position themselves as the preferred choice in the market, attracting more customers and driving growth.

Examples of Buying Triggers

Maven Clinic

- Founder: Kate Ryder
- Industry: Digital Health / FemTech
- Primary Buying Triggers: Access to comprehensive, on-demand healthcare for women and families; addressing gaps in traditional healthcare systems; convenience of virtual consultations. [Wikipedia](#)

Clue

- Founder: Ida Tin
- Industry: FemTech
- Primary Buying Triggers: Empowerment through understanding one's reproductive health; desire for accurate menstrual and fertility tracking; interest in non-hormonal contraceptive options. [Glamour](#)

Sprout Pharmaceuticals

- Founder: Cindy Eckert
- Industry: Pharmaceuticals
- Primary Buying Triggers: Seeking solutions for hypoactive sexual desire disorder; desire for FDA-approved treatments that address women's sexual health needs. [Wikipedia](#)

Lush Decor

- Founder: Jenny Jing Zhu
- Industry: Home Decor / Manufacturing
- Primary Buying Triggers: Affordable and stylish home furnishings; desire to personalize living spaces; appeal of unique designs during economic downturns. [Business Insider](#)

Parkwood Entertainment

- Founder: Beyoncé Knowles-Carter
- Industry: Entertainment / Media
- Primary Buying Triggers: Exclusive content from a globally recognized artist; high-quality music and visual productions; brand loyalty and cultural influence. [Glamour](#)

Bio-Rad Laboratories

- Founder: Alice Schwartz
- Industry: Life Sciences / Manufacturing
- Primary Buying Triggers: Need for reliable laboratory equipment and diagnostics; trust in established scientific brands; commitment to research and innovation. [PitchBook](#)

Hertility Health

- Founder: Dr. Helen O'Neill
- Industry: FemTech / Health Diagnostics
- Primary Buying Triggers: Desire for accessible fertility and hormone testing; proactive approach to reproductive health; convenience of at-home diagnostics. [The Times](#)

PART ONE – EXPLORE THE BUYING TRIGGERS OF YOUR CUSTOMER

In this section, you are invited to explore and list the possible triggers that might bring to light the need of your product or service in the mind of your customer. These are triggers that can help a person identify themselves as a possible customer.

Below is a list of common triggers. Use the list to brainstorm your list of buying triggers on the next page.

A great way to approach this exercise is to set a timer for 15 minutes and see how much research you can collect. When time permits, you can explore trends further.

TIP: Use your favorite AI tool to help you. Ask it questions to help you explore the areas below.

1. **Need or Want Recognition.** The realization of a need or desire for a product or service, often sparked by a problem or unmet need.

Example: A person realizes they need a new laptop because their old one is slow and unreliable, hindering their productivity. They recognize the need for a faster, more efficient device to meet their work demands.

2. **Change in Circumstances:** In moments of change, new needs and wants surface, be it buying a new home, getting pregnant, getting divorced, starting a new job, etc.

Example: A couple discovers they are expecting a baby and realize they need to purchase baby essentials such as a crib, stroller, and baby clothes to prepare for the arrival of their newborn.

3. **Urgency or Scarcity:** The perception of limited availability or time sensitivity, prompting immediate action to avoid missing out.

Example: A couple with children is moving to NYC and needs to find a new home fast. Given the very limited supply of 3+ bedroom apartments, they know they will need to choose quickly.

4. **Fear of Missing Out (FOMO):** FOMO drives impulsive buying decisions to avoid feeling left out or regretful of missing an opportunity.

Example: A travel agency promotes limited-time discounts on vacation packages, urging customers to book now to avoid missing out on exciting experiences.

5. **Emotional Appeal:** Emotional factors such as excitement, happiness, fear, or nostalgia that influence purchasing decisions.

Example: A jewelry company creates a heartwarming advertisement featuring a romantic proposal scene, evoking feelings of love, excitement, and anticipation among viewers and prompting them to consider purchasing an engagement ring.

6. **Social Proof:** The influence of social validation, recommendations, testimonials, or peer pressure on purchasing behavior.

Example: A new restaurant gains popularity through positive reviews on social media platforms like Yelp and Instagram, leading to increased foot traffic as diners are influenced by the favorable recommendations and experiences shared by others.

7. **Value Proposition:** The perceived value or benefits offered by a product or service compared to its cost, leading to a decision to buy.

Example: A mobile phone manufacturer promotes its latest smartphone model by highlighting its advanced features, such as high-quality camera capabilities, long battery life, and sleek design, emphasizing the value proposition compared to competing devices at a similar price point.

8. **Convenience and Accessibility:** Factors such as ease of purchase, delivery options, or user-friendly interfaces that facilitate the buying process.

Example: A grocery delivery service offers a user-friendly mobile app that allows customers to easily browse, select, and purchase groceries from their smartphones, with the added convenience of doorstep delivery within a specified timeframe, saving customers time and effort.

List of buying triggers....

1. Need or Want Recognition

Triggers when she realizes something is no longer sustainable:

- Month-end close consistently takes 18+ days and she cannot meet board deadlines.
- Data inconsistencies between ERP, HR, and CRM systems create credibility risks.
- Internal teams spend too many hours manually reconciling spreadsheets.
- She feels exposed when presenting numbers she cannot fully trust.
- Errors cause friction with the CEO and audit committees.
- She wants reporting she can defend without hesitation.
- She needs automation to free her team from manual work.

2. Change of Circumstances

Life or business shifts that prompt her to seek a new solution:

- New CEO with higher expectations for real-time insights.
- Increasing regulatory demands requiring faster compliance reporting.
- Audit committee begins asking deeper questions she cannot answer quickly.
- Rapid growth in global markets increases reporting complexity.
- Her finance tech stack has become outdated, and transformations are expected.
- Internal IT resources are pulled into other projects, delaying her priorities.

3. Urgency or Scarcity

Moments with time-pressure or high consequences:

- Upcoming board meeting where she must present clean consolidated numbers.
- A recent reporting error puts her under scrutiny from leadership.

- Limited internal resources force her to find external automation quickly.
- Year-end reporting deadlines create high-stakes scenarios.
- She is evaluated annually and needs to show measurable process improvement.

4. Fear of Missing Out (FOMO)

Social/comparative triggers:

- Other Fortune 500 CFOs at conferences discuss modernizing their finance tech stack.
- She hears peers talk about achieving a 5-day close.
- Industry leaders speak about AI-driven predictive finance engines.
- Competitors are using automation to increase accuracy and decision speed.
- Her CEO references companies that have “real-time dashboards.”

5. Emotional Appeal

Emotion-centered triggers

- Relief when she imagines eliminating manual reconciliation.
- Desire for credibility and confidence in front of the board.
- Fear of mistakes that make her look unprepared or incompetent.
- Aspiration to shift from reactive firefighting to strategic leadership.
- Pride in presenting flawless, defensible reports.
- Desire to protect her reputation in a high-stakes role.

6. Social Proof

Triggers involving testimony, validation, and reputation:

- Hearing a peer CFO speak on stage about reducing close time by 80%.
- Reading case studies from companies with similar complexity.
- Seeing high NPS and retention metrics from enterprise clients.
- Observing board members respond positively to automated reporting.
- Testimonials about fast implementation and strong customer support.

7. Value Proposition

Triggers based on cost-benefit clarity:

- Realizing automation saves hundreds of team hours each month.
- Understanding the ROI of reducing errors and increasing trust.

- Comparing efficiency gains to internal hiring or system rebuild costs.
- Seeing the 70-80% gross margin software model as a long-term investment.
- Realizing predictive capabilities unlock strategic forecasting advantages.

8. Convenience & Accessibility

Ease-driven triggers:

- ABC offers a full demo environment tailored to her use case.
- Implementation team handles most of the heavy lifting.
- Integrations with existing ERP, HRIS, and CRM systems.
- Easy access to reporting dashboards during executive meetings.
- Dedicated support staff available during high-stakes reporting cycles.

PART TWO – IDENTIFY CORE TRIGGERS

Identify the 3-5 buying triggers you plan to focus your marketing efforts over the next 12-24 months.

1. High-stakes pressure to deliver accurate, defensible reporting

The fear of errors and the emotional weight of accountability make Francine seek trustworthy automation.

2. Industry and peer momentum toward modernized finance technology

Hearing peer CFOs speak about real-time insights and dramatically faster close cycles creates strong comparative motivation.

3. Increasing demands for speed, compliance, and audit-ready data

Shifts in regulation and internal expectations make her existing systems feel outdated and risky.

Congratulations on mapping Buying Triggers! Be sure to add your top 1-3 to your [4-Page Growth Plan™!](#)