

The largest B2B database in Europe

56M+

companies

100+

filters

398M+

contacts

TARGET - OUR GLOBAL PROSPECTING DATABASE

Identify and land your dream customers

(Target is an add-on services, which several of clients are subscribing to - on top of the identification tool)

In sales, timing is everything. Engaging with prospects at the right moment can make the difference between closing a deal or missing an opportunity. That's where trigger events come in; specific moments in a company's journey that indicate they may be more open to new products or services.

Recognizing and acting on these triggers allows you to approach prospects when they're most likely to engage. One of the most valuable trigger events is when a company receives an award. Awards signal recognition, growth, and success, key indicators that a business is thriving and may have new needs or increased budgets. For sales teams, this is the perfect time to reach out, as companies in the spotlight are often looking to build on their momentum, invest in new solutions, and maintain their competitive edge.

Below explore how to effectively leverage the "Company Received Award" trigger to craft timely, relevant outreach that resonates with prospects during their moment of celebration. By understanding the significance of this trigger, you'll be better equipped to strike while the iron is hot and build connections when prospects are at their most receptive.

What are Trigger Events?

Trigger events, also known as sales triggers or marketing triggers, are specific occurrences or milestones in a company's lifecycle that indicate a shift in their needs or priorities. These events provide valuable insights into when a business might be more open to exploring new products or services, making them a crucial part of prospecting. By identifying these triggers, sales teams can time their outreach perfectly, engaging with prospects when they're most receptive to new opportunities.

A company winning an award can be a signal of growth, but can also position that company in a new light, showing them as a successful and credible organization and often marking a period of increased visibility or expansion for the business. Companies that have recently received recognition are usually focused on capitalizing on their achievements, which may include investing in solutions that help sustain or enhance their momentum. This creates an ideal opening for sales teams to position their offerings as part of the company's growth strategy.

Beyond the business implications, awards have a strong emotional impact. Being recognized is a celebration of hard work and success, and it often creates a positive, receptive atmosphere. Congratulating a company on their award not only acknowledges their achievement but also positions your brand positively, showing that you pay attention to their success and care about their journey.

When tracking awards and recognition, it's important to watch for specific types of accolades in your industry. These could include:

- Industry-specific awards (e.g., technology innovation awards, customer service excellence awards)
- Business growth awards (e.g., fastest-growing company lists, Inc. 5000)
- Environmental or sustainability awards (e.g., green business certifications)
- Employer awards (e.g., best places to work, diversity and inclusion recognitions)

By keeping an eye on these types of awards, you can identify companies that are likely to be experiencing positive change, making them ideal prospects for timely and relevant outreach.

How to identify companies that receive an award

Identifying companies that win awards is a powerful way to engage prospects at the right moment, but knowing when one of your Ideal Customer Profile (ICP) companies wins an award is even more valuable. With the platform, you can set up notifications that alert you when an ICP company receives such an award, allowing you to focus your outreach on high-potential prospects. This targeted approach ensures you're spending time on companies that are not only in growth mode but also match your business's ideal customer criteria, leading to more meaningful conversations and higher conversion rates.

Traditionally, tracking company updates like expansion plans was a manual and time-consuming process. Salespeople had limited options and often had to research each individual company from scratch. This could involve searching for the latest news online, reading business sections in industry-specific publications, or even reaching out to the company's press office directly - if they had one.

This approach had several inefficiencies. It required a significant investment of time, and there was always the risk of missing important updates if you weren't constantly monitoring. Sales teams were often left to react too late, missing prime opportunities to engage with companies at the right moment. Additionally, the manual nature of the research meant inconsistent tracking, making it difficult to scale across multiple prospects.

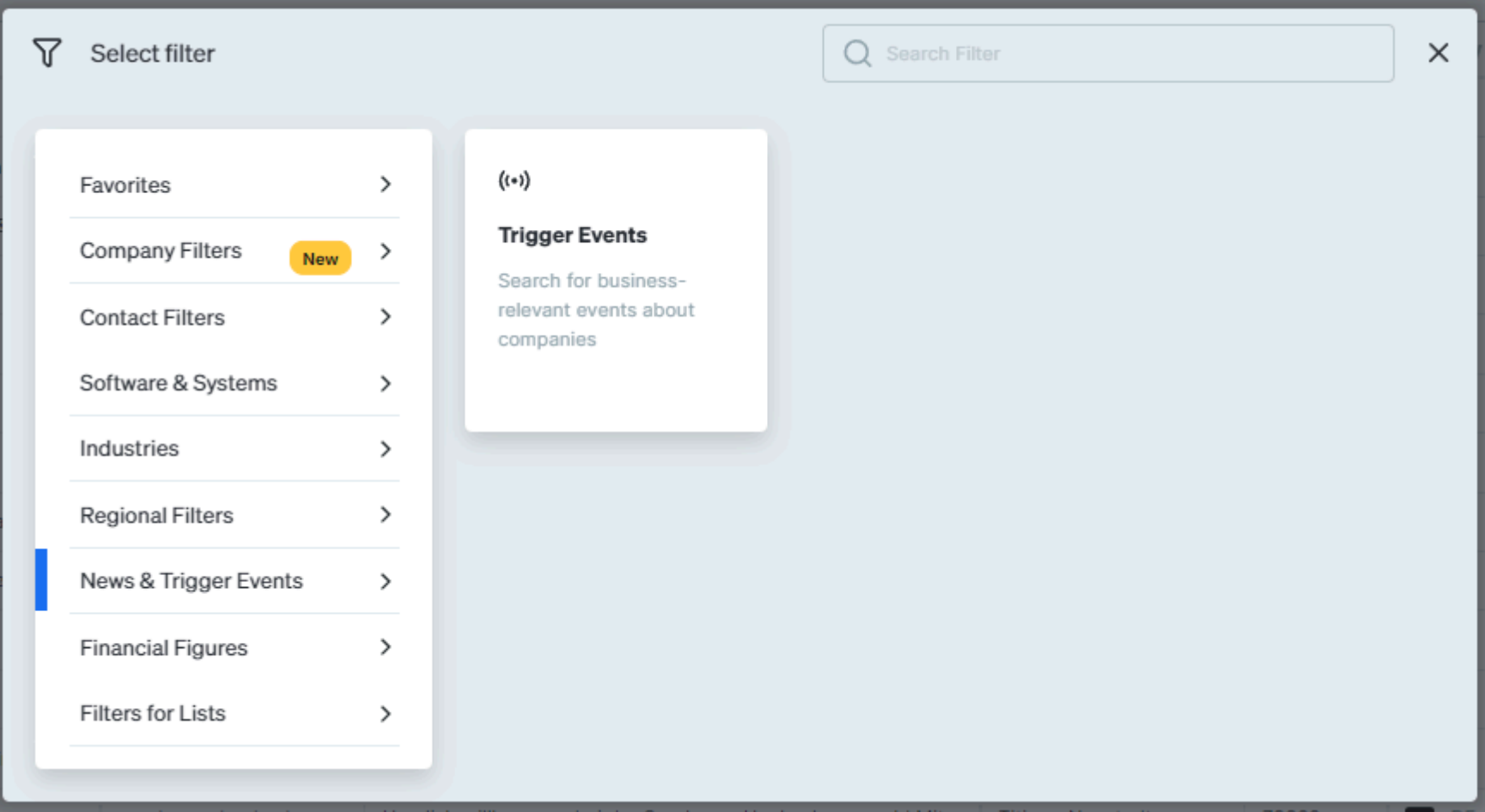
More recently, tools like Google Alerts have streamlined this process slightly by automating notifications for online mentions. However, even Google Alerts can be limited, often sending irrelevant results or failing to capture critical updates in real-time. Plus, salespeople would still need to filter through various news sources to extract the specific insights they were looking for, adding another layer of inefficiency.

By comparison, today's automated software solutions offer far more targeted, real-time insights, allowing sales teams to act immediately on expansion news. This ensures salespeople can make timely and relevant outreach as soon as this news has been published.

Here's a step-by-step guide to help you get started using 's solution, Target.

1. Search with Target

Click on 'Add filter' and from the 'Select filter' screen select 'News & Trigger Events'.
Click on 'Trigger Events'



Click on 'Events' and then on 'Awards'. You can then narrow your results by adding filters in the 'Search options' box on the right where you will see you have the option to select factors such as a publication period or event date. You can also define more search criteria by entering certain information, for example, the title of award or type you're interested in. Finally, click on 'Show Companies'.

Here is an example of how you might search for companies who have won a sustainability award within a specific industry of your ICP:

< (1) Trigger Events ? X

Select trigger events

- > Construction projects
- ▼ Events
 - Awards
 - Lottery game
 - Trade fair attendance
- > Expansion
- > Financial decline
- > Financial growth
- > Job offers
- > Negative events
- > Personnel change

Search options

Publication period

last year

Event date

future, current, past ▼

Browse selected trigger events

Define search criteria

Sustainability

Add another filter +

SHOW COMPANIES →

Using trigger events is a great way of searching for new potential customers, and results matching with existing customers also indicate potential for cross-/upsell opportunities for existing contacts. Simply use your

CRM integration to see at first glance if the company in your list in Target is already a customer of your business. This is a great way of expanding on existing relationships, or providing a reason to get back in touch with a prospect who has gone cold.

By clicking on the number of trigger events a company in your results has, you can see more details about that particular trigger and can also get the original source:

Companies

3,690 results

Contacts

1,742,390 results

Add to list

Export



Add to CRM

Company	Trigger Events	Website	Company Description
CHG-MERIDIAN AG Technologie-	4 trigger events matched 07/24/2024	chg-meridian.us	The CHG-MERIDIAN Group is one o
DHL Solutions GmbH	10 trigger events matched 11/06/2023	dhl.de	Company portrait DHL is present in
Tele Columbus Beteiligungs GmbH	1 trigger event matched 10/17/2023	telecolumbus.com	The acquisition and management o
Konica Minolta Business Solutions	10 trigger events matched 03/08/2024	konicaminolta.de	Konica Minolta Business Solutions I
EuPD Research Sustainable Managem	2 trigger events matched 12/08/2023	corporate-health-allianc	EuPD Research is the leading provi
Volkswagen AG	8 trigger events matched 07/09/2024	volkswagenag.com	Volkswagen is a strong brand in a s
Alfred Kärcher GmbH & Co. KG	60 trigger events matched 11/25/2023	kaercher.com	Kärcher is the world market leader i
Advantest Europe GmbH	1 trigger event matched 11/29/2023	advantest-career.de	Development, manufacture, sale, in
Deutz AG	1 trigger event matched 05/16/2024	deutz.de	Since its foundation in the year 186
Hewlett Packard GmbH	2 trigger events matched 03/10/2024	hpe.com	We enable business processes to b
Festo SE & Co. KG	13 trigger events matched 11/10/2023	festo.com	Festo SE & Co. KG is a control and e
KIRCHHOFF Automotive GmbH	1 trigger event matched 03/28/2024	kirchhoff-group.com	The KIRCHHOFF Group goes back t
Infineon Technologies AG	4 trigger events matched 11/24/2023	infineon.com	Semiconductors are crucial to solve
Schaeffler AG	7 trigger events matched 05/16/2024	schaeffler.de	The Schaeffler Group is a global au
TK Elevator GmbH	1 trigger event matched 01/30/2024		
voestalpine High Performance Me	1 trigger event matched 06/07/2024		
BITZER SE	685 trigger events found		
Nabaltec AG	1,306 trigger events found		
Viva con Agua Wasser GmbH	1 trigger event matched 11/25/2023		

Trigger events

Awards

We're incredibly proud to have achieved a Gold medal again from the sustainabili...

01/30/2024 PAST EVENT

...ent, labor and human rights, ethics, sustainable procurement, and carbon management practices – in which we performed exceptionally well. | This award reflects our sustainability efforts along the entire

