



## WHALE SIGNS

“Whale Signs” are indicators of a whale’s readiness to buy; for example, their contract with the current supplier is about to expire, or they purchase on a seasonal basis, or they are in the budgeting process. In the following example, the whale hunting company watches for signs that the target whale is in trouble because they sell a service that helps the whale to overcome a declining marketplace image.

Another whale hunting company might track signs of growth, opportunity, and new capital rather than signs of decline.

Whale signs need to be unique to your company and to how and when you expect your whales to be ready to buy.

### EXAMPLE WHALE SIGNS

Indicator	Event	Source	Frequency
<b>Analyst</b>	Downgrade	Web Data	Auto-notify
<b>Key Personnel Change</b>	Change	Press Release	Watch
<b>Market Share</b>	Downgrade	Subscription Service	Quarterly
<b>Competitor M &amp; A</b>	Purchase	Yahoo	Auto-notify
<b>Missed Earnings</b>	Missed projection	Yahoo	Auto-notify
<b>Stock Price</b>	Downgrade	Yahoo	Auto-notify
<b>Agency of Record</b>	Change	Yahoo	Auto-notify
<b>Capital Structure</b>	Change	Web Data	Auto-notify
<b>Technology</b>	Patent, Enterprise System, Alliance	Trades, Web Data	Watch
<b>D&amp;B Rating</b>	Change	Web Data	Auto-Notify
<b>Gossip</b>	Informal “news”	Blogs	RSS Feed

