



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



YOUR WHALE SIGNS

Indicator	Event	Source	Frequency