

PLAY #12:

STAKEHOLDER TRANSITION RELAUNCH

Proactive | Mid-funnel | Strategic handoff trigger

Most teams treat stakeholder turnover as a dead end. This play treats it as a fresh start.

A stakeholder transition campaign targets in-flight or stalled opportunities where a key contact has left, been promoted, or replaced. The goal is to requalify the opportunity, reset the narrative, and give the new stakeholder a clear path back into the conversation.

It's especially useful in long-cycle deals where trust and context can disappear overnight. Rather than lose momentum, you use the moment to reintroduce value with clarity and relevance.

What it looks like in action

Tactic	Description
Detect stakeholder changes	Use tools like UserGems or LinkedIn to monitor role changes. Cross-reference CRM to flag in-progress deals with stakeholder movement.
Send a restart email with intro kit	Send a tactful intro email that acknowledges the change and offers a tailored onboarding kit for the new stakeholder, highlighting past context, value to date, and what's relevant going forward.
Build a reset landing page	Create a page designed for "new to the conversation" stakeholders. Reframe your solution's value from the ground up: what it is, why it matters, and how it aligns to their likely priorities.
Run exec-to-exec outreach	Pair your AE or exec with a peer from the buyer's side. This builds senior-level trust early and shows respect for the stakeholder's role.
Launch a timed follow-up sequence	Schedule a 3–4 step cadence over 10–14 days: intro email, relevant case study, value-driven use case, then a soft CTA like a roadmap preview.

WHY IT WORKS:

Deals don't always stall because of features; sometimes they stall because of change. This play helps you meet change with confidence.

By acting fast when stakeholders shift, you avoid getting sidelined. Instead of waiting to be rediscovered, you deliver the right story at the right moment, with the credibility of past traction and the clarity of a fresh start. Done well, it's a fast-track to relevance and a second shot at momentum.

REACTIVE PLAYS: SIGNAL-BASED TOP-OF-FUNNEL

When the market moves, your system listens

Not every campaign starts with a plan. Sometimes it starts with a signal: a pricing page view, a spike in ad engagement, or an executive click on LinkedIn.

The following plays help you move fast when the market does. They capture momentum from anonymous visitors, reawaken churned customers, and connect the dots across multi-channel spikes.

Each one turns fleeting signals into real conversations by responding with timing, context, and just enough creative friction to make someone stop and pay attention.