

PLAY #25:

NEW DEPARTMENT LOGIN PLAY

Reactive | Expansion | Product-triggered signal

When someone from a different department at an existing customer signs up or logs into your platform, it often means they’re exploring on behalf of a team you haven’t landed yet. This is your chance to accelerate that curiosity into cross-team adoption before they drift or default elsewhere.

These signals are early and often subtle: a lone user poking around, running a test, or checking out a free tier. The key is responding fast with context—not pressure—highlighting how their peers are already driving value and what’s possible for their team specifically.

What it looks like in action

Tactic	Description
Detect net-new users by department	Use product analytics or tools like Pendo, Heap, or Amplitude to spot first logins from new departments at existing customer domains. Trigger alerts to CS or Sales.
Launch a cross-team value page	Create a dynamic landing page or email that showcases how similar teams use the product (e.g., “How Ops teams at [Customer] cut cycle time in half”).
Activate referral momentum	Ask internal champions for a warm handoff or intro. Equip them with a lightweight FAQ or one-pager to share internally.
Enroll new users in tailored nurture	Enroll new users in a light-touch email sequence aligned to their function, featuring top use cases, key outcomes, quickstart videos, and team-specific workflows.
Drop an internal case study	Share a quick win story from the first team (e.g., “Marketing cut reporting time by 60%”) to build credibility and curiosity with the new team.
Reach out as a united front	CS and AE coordinate a quick-touch note: “Saw someone from [Department] exploring—want to see what we can unlock together?”

WHY IT WORKS:

Internal expansion often starts with a whisper. This play helps you catch it early, before momentum fizzles or a competitor takes the lead.

By tying emerging interest to proven results, you connect the dots for new stakeholders while reinforcing value with the original team.