

PLAY #27:

POWER-USER TO BUYER PLAY

Proactive | Expansion | Bottom-up growth

Your next deal might be hiding in plain sight—behind a power user who logs in daily, runs their entire workflow through your platform, and is quietly generating value without an active contract.

This play targets high-usage individuals who aren’t yet connected to an open opportunity. It’s ideal for product-led or hybrid GTM motions where adoption precedes budget conversations.

The goal: turn that individual traction into team-wide momentum. Whether you empower the user to champion the platform internally or leapfrog them to decision-makers, this play translates usage into buy-in.

What it looks like in action

Tactic	Description
Detect power users flying solo	Use product analytics to flag high-frequency users who aren’t associated with a current opp. Look for breadth, depth, and recency of activity.
Equip them to champion internally	Send a “make the case” kit: usage summary, ROI snapshot, internal pitch deck. Make it easy for them to advocate up.
Trigger exec outreach based on value	If there’s no motion after 2–3 touches, launch a soft-touch email to their VP/Director, referencing the value their team is already getting.
Embed upsell moments in-app	Prompt moments like “Loop in your manager,” “Share your results,” or “Scale this workflow” inside the product experience.
Create “Teams like yours” stories	Share relevant expansion stories from peers in similar roles at similar companies. Make it feel like the natural next step.

WHY IT WORKS:

Expansion doesn't always start with decision-makers. Power users often experience the value first, but lack the tools or authority to scale it. This play gives them both.

It turns your user base into a growth engine, using context, timing, and enablement to unlock new budget holders. It's PLG meets ABM; and it works best when it feels like momentum rather than marketing.