

Key buying signals cheat sheet

1

Engagement signals

Who's involved?

- Multiple stakeholders attending meetings
- C-level or budget-holder joins conversations
- Cross-functional team participation (IT + Business)
- Internal champion emerges and advocates for you

2

Budget signals

Can they afford it?

- Pricing or ROI discussions initiated by prospect
- Budget approval timeline mentioned
- Procurement or legal team gets involved
- Request for formal proposal or contract

3

Timeline signals

When will they decide?

- Contract renewal or expiration date
- Fiscal year timing ("we need this live by Q1")
- Project deadlines or business milestone
- Competitor evaluation deadline

4

Intent signals

Are they researching seriously?

- Multiple visits to pricing/features pages
- ROI calculator or comparison tool usage
- Case study or technical documentation downloads
- Demo recording replays or shares

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Organizational signals

Is change happening?

- New leadership hired (CTO, VP Sales, etc.)
- Funding rounds or acquisitions
- Job postings for roles related to your solution
- Public announcements about strategic initiatives