

# Compelling Events Examples

## Compelling Events

Customer requirements that compel them to buy by a certain date/event:

- Automation/Digital Transformation Initiatives
- New leader, new company (previous client)
- Timebound for implementation (interns, contractors, consultants)
- Moving/running out of storage space - moving buildings
- Upcoming audit
- Grants available only for certain timeframe
- Competitive vendor's license ending
- New product launch
- Merger/Acquisition
- Can't hire more people (economic downturn)
- Hiring lots of people
- Start of new fiscal year, by tax season
- Regulatory changes - need to comply by X date
- Disasters: need to electronically store documents
- Condemned building has all of our physical documents now

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