

# 5 plays to **grow your pipeline** with warm leads

More than

**40%**

of your customers & prospects  
already changed jobs

Alumni customers are

**3X**

more likely to buy than  
your average leads

New executives spend

**70%**

of their budget within  
the first 100 days




## Track job changes of these contacts:

### PLAY 1: Contacts associated with Customer Accounts

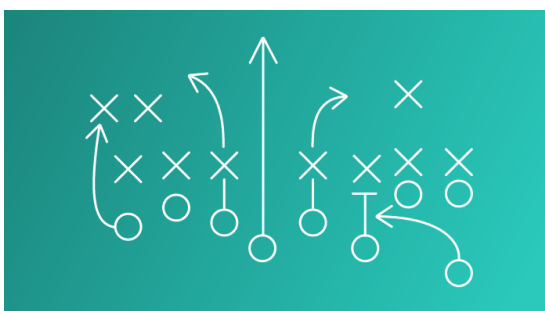
- ☐  Primary Contacts
- ☐  Decision Makers
- ☐  Internal Influencers

**TIP**  
If your team hasn't been as diligent at adding Contacts to Opportunities or assigning Contact Roles, then it'd be good to track *all* contacts associated with the Customer accounts.

### PLAY 2: Product Users

- ☐  Product Admins
- ☐  Power Users
- ☐  Users with High NPS Score

**TIP**  
Optimize for love. Any of these past users can advocate for you at their company. Sync product user base and NPS scores to your CRM to identify these champions.



Get a [FREE sequence template](#) that you can copy and paste to reach out to your previous customers

### PLAY 3: Contacts from Open Opportunities

- ☐  Primary Contacts
- ☐  Decision Makers
- ☐  Internal Influencers

**TIP**

Even though they haven't purchased, these contacts are already familiar with your product and have some relationships with your sales team—key foundations that can lead to quick sales.

### PLAY 4: Contacts from Closed Lost Opportunities

- ☐  Blockers

**TIP**

When a blocker is gone, it's great time to revive your old opportunity.

### PLAY 5: Contacts from Churned Accounts

- ☐  Primary Contacts
- ☐  Decision Makers
- ☐  Internal Influencers

**TIP**

Discuss with CSM to know the reasons for churn before reaching out to these contacts. If they churned less than 6 months ago, chances would be slim but play the long game, they can come back.

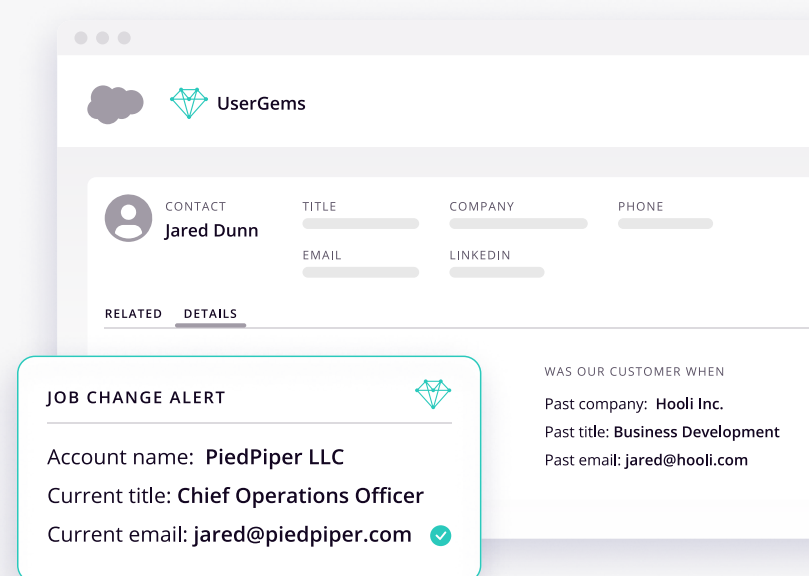
## Bonus tip: Build a habit

Companies miss 85% of job-change leads when they rely on reps to find them on their own.

Do this instead:

- 1 Set a "Job change" day every month for the entire team
- 2 Build email sequences with dynamic fields to personalize at scale
- 3 Automate and nurture with marketing emails and gifting

UserGems automatically creates new leads when your contacts change their jobs, enriches them with new info (email, title, etc.) directly in your CRM, and alerts your team.



## See how UserGems can grow your pipeline instantly

At least 1X ROI in Closed Won revenue within one year or you'll get your money back!

[Request a Demo](#)