

Reachdesk



Reconnect and reengage with former champions in new roles: **The gifting playbook**

Deliver moments that matter

Ex-champions are your secret weapon in B2B sales

Congratulations on discovering one of the most overlooked goldmines in B2B sales: former customers who've moved to new roles—aka career movers!

When your former customers update their LinkedIn profiles, they're not just making a career shift—they're unlocking a door of opportunity for you. These job changers are **5x more likely** to convert than cold prospects. They already know your value, love your product, and are eager to make an impact in their new role.

Here's why career movers are your secret sauce:

- ✓ **5X higher response rates** compared to cold outreach.
- ✓ **Deals close 1.5X faster**, giving you more time to celebrate those wins.
- ✓ **44% win rate**, because former champions love being your cheerleaders.

So, how do you turn these ex-customers into your next big win? With a touch of thoughtful corporate gifting and intent data, you can transform these career movers into insightful company introductions, meaningful conversations, and fast-moving deals.

Now that you see the magic, let's dive into how to roll out the red carpet for your former champions!



Contents

4 6 corporate gifting plays to win back your former champions' trust and business

- 5** Gifting Play 1: First touch
- 6** Gifting Play 2: Building trust & drive engagement
- 7** Gifting Play 3: Advocacy
- 8** Gifting Play 4: Rekindling the spark
- 9** Gifting Play 5: Ongoing support
- 10** Gifting Play 6: Adoption play

11 6 steps to set up a triggered former-champions campaign with Reachdesk and intent data

- Step 1: Identify your champions
- Step 2: Build your target list
- Step 3: Automate the magic
- Step 4: Personalize, personalize, personalize
- Step 5: Align the marketing and sales teams for maximum impact
- Step 6: Track the impact of your corporate gifting campaigns

14 Turning former customers into opportunities with thoughtful corporate gifting

6 corporate gifting plays to win back your former champions' trust and business

The road to rekindling relationships with former customers who've changed roles is paved with thoughtful gestures, timely outreach, and personalized corporate gifting.

Ready to start winning back their trust and business? Turn to next page to find six gifting plays you should run as part of your former champion's journey.



01 First touch – “Congrats on your new role”

Starting a new role is a whirlwind of excitement. Use this moment to show up as a thoughtful partner and build rapport early on.

Objective: Congratulate, connect, and show support with a memorable gift.

Key message: “Congrats on your new role! Excited to see what you’ll accomplish. We’d love to support your success from the start.”

How to set it up:

- ✓ **Identify** movers using tools like Usergems, Champify, or Zoominfo, LinkedIn Sales Navigator for intent signals and tracking job changes. Automate notifications for new role announcements.
- ✓ **Personalize** your outreach with a [gifting landing page, created on tools like Reachdesk](#). Customize the message to reflect their new role and how you can support them. Don’t be afraid to add puns and personalization to make the messaging stick!
- ✓ **Gift ideas:**
 - 🖨️ **Desk plant:** To always occupy their working space and remind them of you. *“Congrats on your new role! Here’s a little green to help you grow and thrive in your new space—just like your career!”*
 - ☕ **Coffee kit:** “Brewing up success in your new role—enjoy!”
 - 📖 **Desk essentials:** A branded notebook or tumbler to help them settle in. *“Settling in with style—here’s to a productive new chapter!”*
 - 🍷 **A personalized bottle of their favorite drink:** “Cheers to your success!”
- ✓ **Automate** the process by setting up workflows in HubSpot or Salesforce to trigger corporate gifting campaigns when new role changes are detected.
- ✓ **Timing** is everything. Make sure to send this corporate gift within the first month to create an immediate connection.



Brewing up success in your new role—enjoy!



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02 Building trust & drive engagement: “The proof in the pudding”

Objective: Align your solution with their goals and showcase its value while nurturing the relationship with a meaningful corporate gift. This strategy is perfect for reconnecting with former customers or breaking into accounts that have been tough to crack.

Key message: “The right tools can accelerate your success. Let’s explore how we can support your goals.”

How to set it up:

- ✓ **Identify key individuals** by using tools like LinkedIn Sales Navigator, Champify, or 6sense to track role changes and uncover your former customers’ new objectives and priorities in their updated roles.
- ✓ **Tailor** your outreach using a personalized gifting landing page on Reachdesk with messaging that highlights how your solution aligns with their goals.
- ✓ **Gift ideas:**
 -  **Hardcopy of an industry report packed in a snack box:** “As you tackle new goals, enjoy this report and some treats on us—fueling your success every step of the way!”
 -  **Tea set and case study:** “Here’s how we helped others achieve their goals—let’s brew some ideas together on how we can support yours.”
- ✓ **Automate** follow-up emails with Salesforce, HubSpot, or Outreach that include personalized Reachdesk links, triggering gifting campaigns when key milestones are met.
- ✓ **Time** it perfectly, by sending this corporate gift and follow-up email within the first 1-2 months of their new role, when they’re settling in and making strategic decisions.



03 Advocacy – “Cheers to the long game”

Celebrate their milestones in their new role or personal life, and keep the relationship warm by offering ongoing support. This stage is about building long-term advocacy showcasing you’re here for the long haul.

Objective: Turn career movers into advocates by celebrating milestones such as first project win to keep the momentum going.

Key message: “Here’s to your success—let’s make sure this is just the beginning.”

How to set it up:

- ✓ **Track** milestones like their first big win or key project launch using Salesforce, HubSpot, or LinkedIn Sales Navigator.
- ✓ **Celebrate** with a personalized gifting landing page created on Reachdesk and a note congratulating them for their recent milestone.
- ✓ **Gift ideas:**
 - 🎉 **Celebration kit:** A personalized bottle of bubbly and champagne flutes: *“Cheers to your first big win! Here’s to many more—let’s toast to what’s next!”*
 - ★ **Custom trophy or plaque:** *“You’re already making waves! Here’s a little something to celebrate your big achievement—because champions deserve the spotlight.”*
 - 🧴 **Self-care bundle:** Packed with bath salts, hot chocolate, and face masks: *“Taking care of others starts with taking care of yourself. Unwind and recharge—you’ve earned it!”*
- ✓ **Timing:** Send at pivotal moments like after a major win or year-end wrap-up.



Cheers to your first big win! Here’s to many more—let’s toast to what’s next!

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04 Rekindling the spark – “Remember when?”

Reconnect by referencing past collaborations and show how your solution continues to provide value in their new role.

Objective: Re-engage by reminding them of past successes and offering new ways to collaborate.

Key message: “Thinking back on our past success, let’s rekindle this relationship and achieve even more together.”

How to set it up:

- ✓ **Identify** former contacts who have moved into new roles using LinkedIn, Champify or Salesforce.
- ✓ **Acknowledge** past work together with a personalized gifting landing page on Reachdesk and message reflecting on your partnership’s past success.
- ✓ **Gift ideas:**
 - ⚡ **Memory lane gift:** A bespoke keepsake tied to a successful project or milestone. *“This reminded us of what we accomplished together—let’s create even more success in the future!”*
 - 📖 **eVoucher to their favorite store with a copy of your book:** *“Enjoy something you love on us, along with insights to fuel your next big idea!”*
 - 🍪 **A batch of personalized cookies:** Sweeten the gesture with nostalgia. *“Just like these cookies, our partnership was a recipe for success—let’s cook up even more wins together!”*
- ✓ **Automate** future outreach with Salesforce or Outreach for reconnection emails, [integrating with Reachdesk](#) for gifting flows to ensure timely, seamless follow-ups.
- ✓ **Time** this to reengage by sending it 2-3 months after they’ve settled into the new role.



Just like these cookies, our partnership was a recipe for success—let’s cook up even more wins together!

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05 Ongoing support – “Here to help”

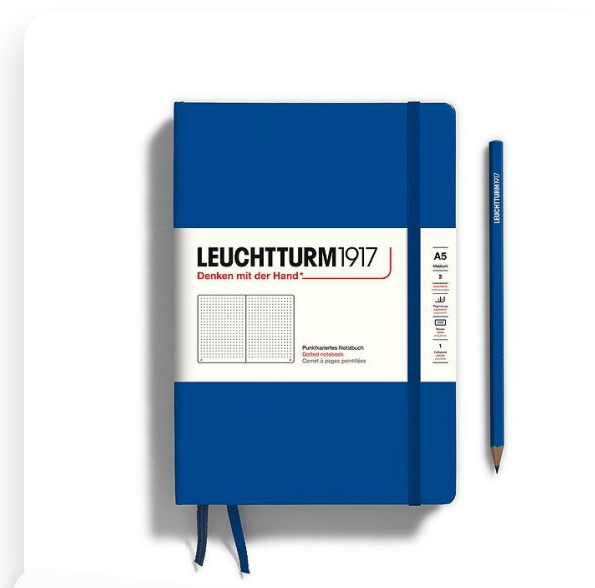
Position yourself as a long-term partner to support their continued success, with educational resources and relevant offers.

Objective: Provide ongoing value through helpful resources or special offers that support their career development.

Key message: “Let’s continue to make an impact—here are some resources to help you grow even further.”

How to set it up:

- ✓ **Identify** individuals focused on professional growth or actively seeking tools to thrive using Salesforce or Outreach.
- ✓ **Provide** resources like credits for learning platforms or productivity tools via a personalized Reachdesk landing page with a note that focuses on empowering them to continue their success.
- ✓ **Gift ideas:**
 -  **Learning resource:** “Level up with LinkedIn Learning/MasterClass—because we’re here to help you grow!”
 -  **Productivity essentials like books and planners:** “Stay organized with this smart pen/planner—because we’ve got your back.”
 -  **Virtual event invitation with coffee e-voucher:** “Join our virtual event and enjoy a coffee on us—because we’re here to fuel your next big move!”
- ✓ **Automate** with HubSpot by sending follow-up emails with valuable resources and personalized corporate gifting options via Reachdesk to maintain engagement. If hosting a webinar, boost attendance by sending a “Webinar Essentials Kit” with coffee, tea, notebooks, and pens—helping them stay focused and ready to take notes while engaging with your content.
- ✓ **Time** it by sending this corporate gift 3-4 months into their new role, when they’re settling in and ready to explore development opportunities.



Stay organized with this smart pen/planner—because we’ve got your back.




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06 Adoption play – “Welcome to the new team”

Objective: Reignite a cold customer or celebrate a past champion joining an existing account at your company to increase adoption and showcase continued value.

Key message: “Great to have you back with us—let’s make this partnership even stronger!”

How to set it up:

- ✓ **Track** when a former champion joins an existing account. Automate notifications through tools like Salesforce or LinkedIn.
- ✓ **Celebrate** their return with a personalized gift and landing page created on Reachdesk, with a note that acknowledges their contribution to the account’s success, while also reigniting the relationship.
- ✓ **Gift ideas:**
 -  **Wellness bundle:** A kit with items like a yoga mat, essential oils, and a cozy blanket: *“Welcome back! We’re here to support you in every way—let’s make this partnership even stronger!”*
 -  **A high-quality branded power bank:** *“We’re charged up to have you back—let’s power through success together!”*
 -  **Team collaboration kit:** A custom-branded tote bag filled with practical office supplies such as a laptop sleeve, reusable water bottle, sticky notes, and pens: *“Ready to make big moves again—let’s get started with everything you need for success!”*
- ✓ **Time** this by sending this corporate gift as soon as you know they’ve joined the new account, ensuring immediate engagement. Work with your customer success team to engage with them further by rewording product adoption via small gifts like e-vouchers.



Welcome back! We’re here to support you in every way—let’s make this partnership even stronger!

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6 steps to set up a triggered former-champions campaign with Reachdesk and intent data

Want to make outreach to your former-champions seamless and effective?

Follow our steps on the next page to set up a trigger campaign using intent data tools like Champify or 6sense and corporate gifting solutions like, [Reachdesk](#), to help you capitalize on job changes quickly and strategically.



Step 1: Identify your champions

Start by identifying the key individuals (former customers, key post-sale contacts, etc.) whose career changes signal the right time to reconnect. This ensures that you're targeting the right people before diving into any further steps.

Step 2: Build your target list

Once you've identified your champions, refine your target list by using intent data and your [Ideal Customer Profile \(ICP\)](#) criteria. This step ensures you're focusing your efforts on the high-value opportunities.

Step 3: Automate the magic

Automate the process of triggering your corporate gifting campaigns when job changes occur, using tools like [Reachdesk and Salesforce](#). This ensures timely, consistent outreach, reducing manual effort and increasing scalability.

Step 4: Personalize, personalize, personalize

Even though automation handles the timing, personalization is crucial. Customizing each corporate gift with a personal note and tailored landing page ensures a high-touch experience that will resonate with recipients.

Step 5: Align the marketing and sales teams for maximum impact


Once the campaign is set in motion, ensure that marketing and sales are aligned. Collaborate with sales to provide them with the data and tools they need to follow up effectively. This alignment ensures a seamless transition from marketing/gifting to sales and maximizes the overall impact.

Step 6: Track the impact of your corporate gifting campaigns

Finally, track and measure the success of your outreach by monitoring key metrics like response rates, engagement, deal cycle duration, and ROI. With [Reachdesk Insights](#) and Salesforce integration, you'll get a complete view of your campaign performance, empowering you to refine your strategies with real-time data.

See how and achieved 5x higher response rates by targeting ex-champions

By integrating Champify with Reachdesk, companies saw better engagement, faster deal cycles, and stronger relationships with job changers. Whether reconnecting with former customers or breaking into cold accounts, this powerful combo delivers timely, impactful outreach that turns job changes into opportunities.

[Read more](#) 

Turning former customers into opportunities with thoughtful corporate gifting

Career movers are the hidden goldmine your B2B sales team has been waiting for! They're not just switching roles—they're offering you the perfect chance to reconnect, reignite the relationship, and transform them into loyal advocates, leads, and new business opportunities.

With a touch of creativity, personalized outreach, and the right intent data tools, you can turn career changes into a major win for your business. Thoughtful corporate gifting and seamless collaboration between marketing and sales teams will keep your campaigns on track, making sure your former champions feel valued and are ready to become your advocates.

Ready to strike gold? Reach out to your [Reachdesk rep today](#) and let's create real business results with some corporate gifting magic!

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 G2 Reviews

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