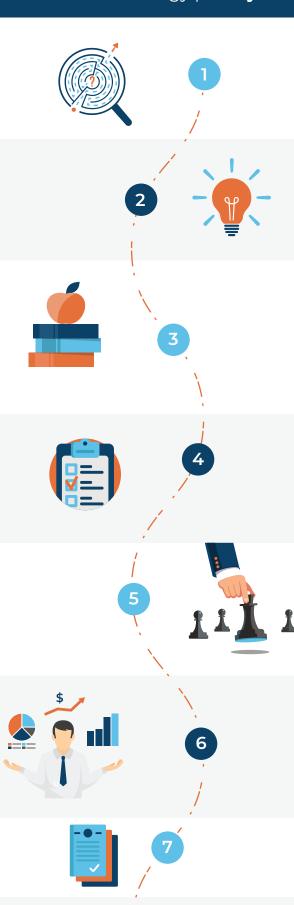
8 Phases of the Buyers' Journey

Goal: Driven Strategy | Everything Serves a Purpose





PRE AWARENESS

The buyer has a problem but is unaware of a solution

MESSAGE: Acknowledge the problem and provide a solution.

AWARENESS

The Buyer is aware of the solution

MESSAGE: Explain why your solution is right for their problem

EDUCATION

The Buyer absorbs information after doing research on possible solutions

MESSAGE: Reiterate the problem and discuss what features your solution has that will resonate with the Buyer, thus leading them to want your specific solution.

CONSIDERATION

The Buyer narrows down his/her options

MESSAGE: How is your solution better than everyone else's? Send the Buyer reviews, testimonials, or case studies to further help them make a decision.

EVALUATION

The Buyer seeks feedback from other decision makers who get heavily involved in the process.

MESSAGE: Answer the BIG questions. Talk about how your solution will help their brand win.

RATIONALIZATION

The Buyer is finalizing their options and is ready to make a decision.

MESSAGE: The Buyer is asking "why you?". You need to answer questions regarding when and how the buyer will win and who will be present for their onboarding.

DECISION

A proposal is sent to the Buyer

ONGOING DELIVERY

Serve well and focus on customer service to ensure you've got a new lifelong client