

Mapping the Buyer's Journey to Your Business

****Please save this worksheet to the desktop on your computer. This way, your progress will be saved correctly as you complete each section.****

Use the following worksheet to map out the buyer's journey for your business.

Below are the stages of the buyer's journey, the behavior of your potential customer, the actions of your potential customer, and then the activities that your marketing, sales, and service team can take in each stage. Remember, the inbound methodology and the buyer's journey work together to create force and reduce friction for your customers and potential customers.

| Stages | Awareness | Consideration | Decision |
|-------------------|---|--|--|
| Buyer Behavior | The buyer has realized and expressed symptoms of a potential problem or opportunity. | The buyer has clearly defined and given a name to their problem or opportunity. | The buyer has defined their solution strategy, method, or approach. |
| Buyer Actions | The buyer is researching the problem. | The buyer is researching available approaches and methods for solving the problem. | The buyer is researching potential vendors and seeking recommendations via word-of-mouth |
| Marketing Actions | Create content and experiences that demonstrate your knowledge about the problem: <ul style="list-style-type: none"> • Videos • Blogs • Brand look and feel on website and social accounts | Create content such as expert guides, webinars, podcasts, and additional videos explaining how to use your product to solve their problem. | Collect case studies by current customers, testimonials on your website, and customer stories. |



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| Sales Actions | Build credibility with the buyer by educating them on a goal or challenge they're currently facing. | Ask questions about the buyer's goals, challenges, plans, timelines, and other constraints. | Help prospects create a plan to achieve their goals. |
| Service Actions | Use current customer feedback as a way to promote your brand and solutions. | Open up lines of communication through live chat, email, and phone. | Delight your prospects. Provide some self-service solutions, like a knowledge base, for your prospects to get a glimpse of how much you can help them now and in the future. |

Now you give it a try!

Fill in the sheet with actions you and your company can take to outline your prospect's buyer's journey.



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| Buyer Actions | | | |
| Marketing Actions | | | |
| Sales Actions | | | |
| Service Actions | | | |



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Here are some questions to help you further explore each stage of the buyer's journey.

Questions to ask yourself to understand the **awareness stage**:

1. How do buyers describe their goals or challenges?
2. How do buyers educate themselves on these goals or challenges?
3. What are the consequences of inaction by the buyer?
4. Are there common misconceptions buyers have about addressing the goal or challenge?
5. How do buyers decide whether the goal or challenge should be prioritized?

During the consideration stage, buyers have clearly defined the goal or challenge and have committed to addressing it. They evaluate the different approaches or methods available to pursue the goal or solve their challenge. Ask yourself:

1. What categories of solutions do buyers investigate?
2. How do buyers educate themselves on the various categories?
3. How do buyers perceive the pros and cons of each category?
4. How do buyers decide which category is right for them?

In the decision stage, buyers have already decided on a solution category. For example, they could write a pros/cons list of specific offerings and then decide on the one that best meets their needs. Questions you should ask yourself to define the decision stage are:

1. What criteria do buyers use to evaluate the available offerings?
2. When buyers investigate your company's offering, what do they like about it compared to alternatives? What concerns do they have with your offering?
3. Who needs to be involved in the decision? For each person involved, how does their perspective on the decision differ?
4. Do buyers have expectations around trying the offering before they purchase it?
5. Outside of purchasing, do buyers need to make additional preparations, such as implementation plans or training strategies?

If you don't have an intimate understanding of your buyers, conduct a few interviews with customers, prospects, and other salespeople at your company to get a sense of the buying journey.

