






The Tech/Software Buyer's Journey

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION			
 <p>User Behavior</p>	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method or approach			
 <p>Research & Info Needs</p>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision			
 <p>Content Types</p>	<ul style="list-style-type: none"> • Analyst Reports • Research Reports • eGuides & eBooks • Editorial Content • Expert Content • White Papers • Educational Content 	<ul style="list-style-type: none"> • Comparison White Papers • Expert Guides • Live Interactions • Webcast/Podcast/Video 	<ul style="list-style-type: none"> • Vendor Comparisons • Product Comparisons • Case Studies • Trial Download • Product Literature • Live Demo 			
 <p>Key Terms</p>	<ul style="list-style-type: none"> • Troubleshoot • Issue • Resolve • Risks 	<ul style="list-style-type: none"> • Upgrade • Improve • Optimize • Prevent 	<ul style="list-style-type: none"> • Solution • Provider • Service • Supplier 	<ul style="list-style-type: none"> • Tool • Device • Software • Appliance 	<ul style="list-style-type: none"> • Compare • Vs. • Versus • Comparison 	<ul style="list-style-type: none"> • Pros and Cons • Benchmarks • Review • Test
 <p>Example</p>	Sam is frustrated because he's having technical problems at his small business. Since there's no "tech" person on staff it's up to him to resolve these issues.	Sam starts talking to his business owner friends and researching online. He needs to figure out his options to get this off his plate.	Sam determined his options are hiring a part-time internal IT manager or outsourcing to a full-service managed IT company. He now needs to make his final decision.			

