

What Information Do You Need To Understand A Customer Journey?

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Buyer background (buyer role, type of job, etc.)

1. What job do they have, level of seniority?
2. How long have they been in the company?
3. What is their role in the company?
4. What are their work responsibilities?
5. What skills or expertise are required to do their job?
6. What tools do they use?
7. How is their work measured?
8. Is there any particular influencer or group that they trust?
9. What is their company organisational structure like?

Demographics (male / female, age, location where they live, etc.)

10. Describe their career path.
11. How did they end up where they are today?
12. What does a typical day look like for them?
13. What motivates them?
14. What typically do they like and dislike about their job?
15. Where do they spend most of their time at work?

16. What are their top work priorities?
17. What are the consequences of inaction by the buyer?

“Firmographics” (industry type, company size, location, number of employees, etc.)

18. What type of industry or segment are they in?
19. Do they sell a service or products?
20. Any key industry verticals to be aware of?
21. What is the company size: How many employees? Annual revenue?
22. Do they have a particular business model that they follow?
23. What are their geographic locations?
24. Any particular customer base?
25. Who are their competitors?

Goals (Primary and secondary)

26. What is the top priority that they are responsible for?
27. What does it mean to be successful for them?
28. How do they decide the priorities?
29. Are there common misconceptions buyers have about addressing the goal or challenge?

Pain (Primary and secondary)

30. What are their biggest challenges or pain?
31. What do you offer to help them overcome specific pain?
32. How do they solve (or cope with) the problem before they found your solution?

33. Is there a particular corporate language or terminology that they might use when talking about or searching for a solution?

34. What keywords and search phrases do they use when looking for a solution?

How do they buy things?

35. How do they prefer to interact with vendors (e.g. email or in person)?

36. Do they use the Internet to research vendors or products?

37. Describe a possible recent purchase and how they would approach it.

38. Do they have a particular evaluation process when making a purchase?

39. What are the common buying triggers that set customers off in search of a solution?

40. Are there particular categories of solutions for the buyers to investigate?

41. How do buyers perceive the pros and cons of each category?

Objections (why would they not buy your product or service?)

42. Have you had any feedback before on resistance to buy, or what concerns they have with your offering?

43. Have you done any research to see what are the key reasons to buy, and how does your solution match that list?

44. When buyers investigate your company's offering, what do they like about it compared to your competitors?

Your product/solution

45. What are the most important added values of your product/service to the customer?

46. Do you have a value proposition?

47. How complex is your solution to use and implement?

48. What level of knowledge, skills or experience do customers need?
49. Are there certain criteria that buyers use to evaluate what you offer?
50. Do prospective buyers have expectations of a trial before they purchase?
51. Outside of making a purchase, are there additional preparations, such as implementation plans or training strategies that need to be made?
52. What is the average length of the sales cycle?
53. What does the competitive landscape look like, mature, new entrants, growth, etc.?

Where and how would your persona search for information?

54. The type of information, search / keywords, etc.?
55. What do they read or format do they prefer to consume content in?
56. How much information do they source from colleagues or friends?
57. How do they learn about new information for their job?
58. What publications or blogs do they read?
59. What associations and social networks or platforms do they participate in?
60. Where can you find them, and how would you educate them, do they have a preferred format for learning or digital engagement?
61. What thought leaders, writers, bloggers, and industry experts do they follow?

I don't think you need to answer every single question to understand the B2B customer journey, but the more of this kind of knowledge you do have about your customers, business, and market, the better your understanding the journey, the key customer touch points, the buyer persona and how this links to your company will be.

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