



ENTREPRENEUR ROADMAP



DEVELOPMENT STAGE

IDENTIFY & BUILD A BUYING PROCESS

LEARN MORE ABOUT THE ENTREPRENEUR ROADMAP AT: [JUMPSTARTINC.ORG/ROADMAP](https://jumpstartinc.org/roadmap)

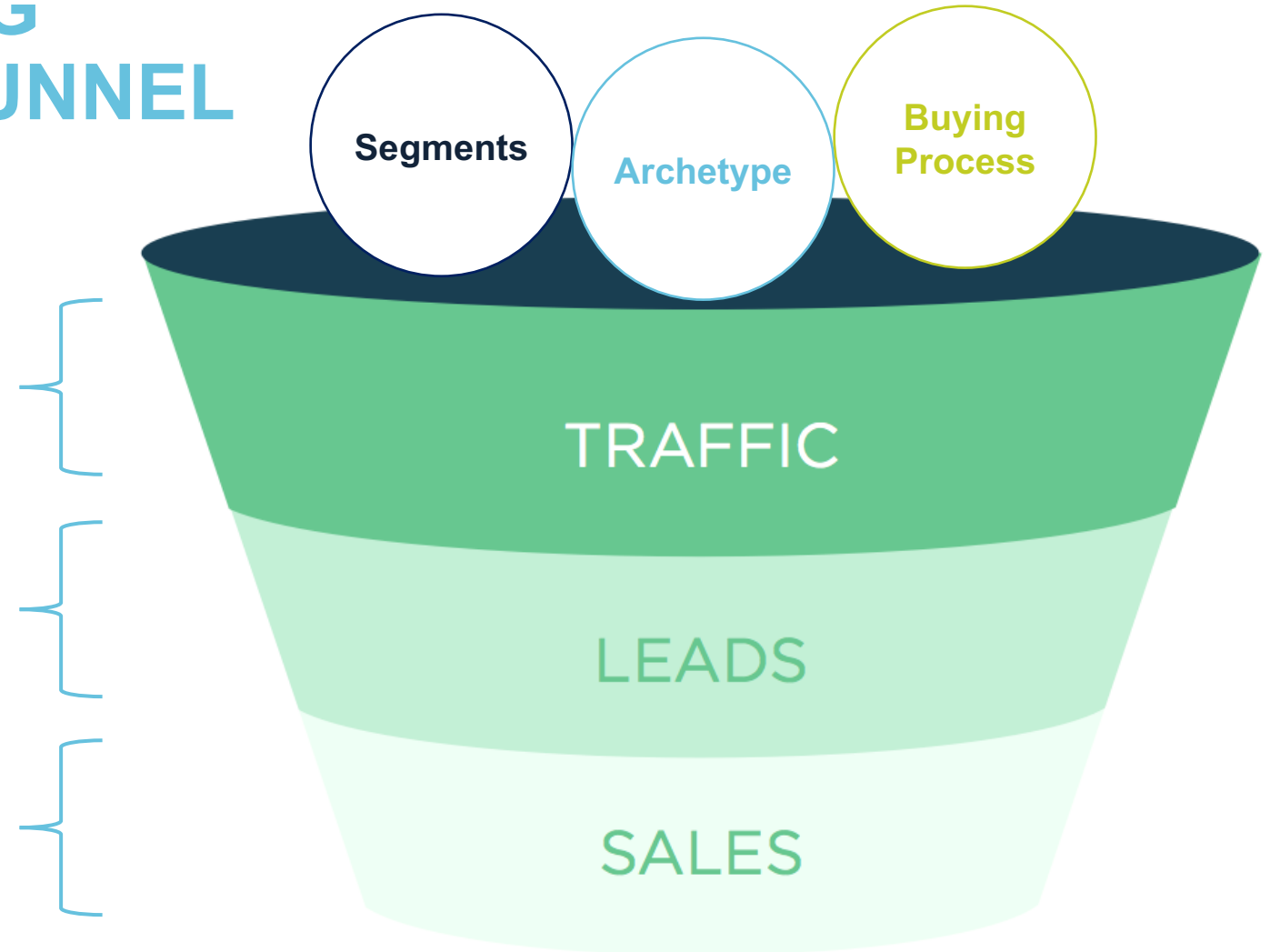
THEN APPLY BUILDING BLOCKS TO SALES FUNNEL

TARGET STATE

“**Suspects**” – Potential Early Adopter, no relationship

“**Prospects**” – have expressed some interest in the company or offer

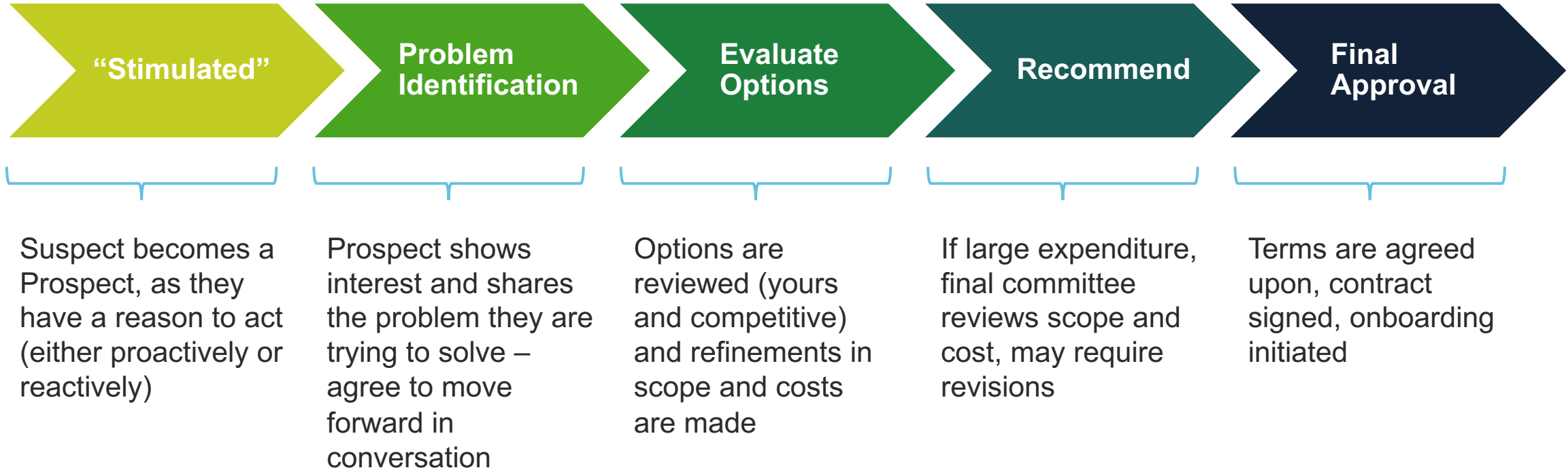
“**Opportunity**” – a prospect who can buy your solution, and has met likely buying criteria (enters your pipeline with probability to buy)





BUILDING A BUYING PROCESS

BUSINESS TO BUSINESS EXAMPLE





BUYING PROCESS DETAIL

For each potential stage in a customers buying process (identified in archetype and discovery efforts from phase 1) drill in on key areas of activity to understand what drives needs and interactions

	DETAIL
Objective	
Key Activities	
Information Consumed	
Communication Channels Used	
Exit Criteria	