



IDENTIFY & BUILD A BUYING PROCESS

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

"Stimulated"

Problem Identification

Evaluate Options

Recommend

Approval

Suspect becomes a Prospect, as they have a reason to act (either proactively or reactively) Prospect shows interest and shares the problem they are trying to solve – agree to move forward in conversation

Options are reviewed (yours and competitive) and refinements in scope and costs are made

If large expenditure, final committee reviews scope and cost, may require revisions

Terms are agreed upon, contract signed, onboarding initiated

ENTREPRENEUR ROADMAP



DEVELOPMENT STAGE

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	