

Buyer's Journey Development Sheet

Awareness Stage: Prospect is experiencing and expressing symptoms of a problem or opportunity

They use terms like: troubleshoot, issue, resolve, upgrade, improve, optimize or prevent.

I need to improve _____.

I need to prevent _____.

I need to start _____.

I need to stop _____.

I need to optimize _____.

I need to solve _____.

I need to learn more about _____.

Consideration Stage: Your prospect has now clearly defined and given a name to their problem or opportunity

They use terms like: provider, service, supplier, tool, device, software, appliance or solution

I am a buyer considering how to solve my problem.

What tools are available for _____?

What are _____ industry solutions?

What are my _____ options?

What _____ options are there for _____?

Decision Stage: Your prospect has now decided on their solution strategy, method or approach

They use terms like: compare, versus, comparison, pros and cons, benchmarks, review or test.

I am a buyer deciding on a specific product.

I need prices for _____?

I need _____ product specifics?

I need proof that _____ works?

I need evidence that _____.

I need assurance that _____.