

4. THINK ABOUT THE CUSTOMER JOURNEY

It's probably longer than you think. You'll want to consider the first point of awareness to the point they recommend you to others.

Understanding all the steps in a client journey, both pre and post sale will help ensure you've considered all your communication and identified opportunities.

You may identify something as simple as 'not quickly responding to an enquiry' could be negatively impacting the sales process and conversion results.

Engagement

Brand awareness

Education

Problem identification

Research

Investigate solutions

Evaluation

Assesses satisfaction, requirements

Justification

Justify value, buy in

Purchase

Transaction

Adoption

On boarding

Retention

Satisfaction

Expansion

Up sell, cross sell

Advocacy

Loyalty, recommendation