

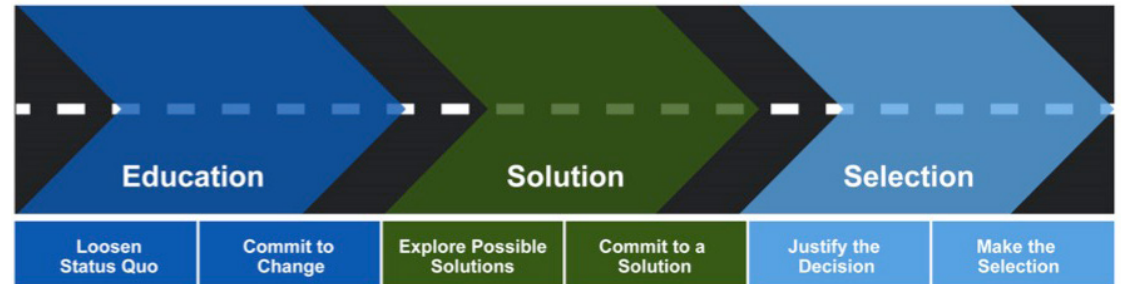
Buyer's Journey Worksheet

Source: SiriusDecisions

Instructions: For this exercise, let's map out the buyer's journey.

1. Define your persona or database segment.
2. Think through the needs that are activating their journey.
3. Identify the questions being asked by your prospect at each stage.

Regarding content: We will map what you have and what you need to address the prospect's journey questions in the final exercise!



Prospect: _____

(Persona or specific database segment)

<p>Organizational needs <i>Problem or opportunity at organization / industry level</i></p>	<p>Functional needs <i>Operational requirements of the department or team</i></p>	<p>Individual needs <i>The persona's job-based challenges / opportunities</i></p>
---	--	--

What questions is your prospect asking at each major stage of the journey? Be as specific and concrete as possible.

Education	Solution	Selection