

BUY CYCLE INSIGHTS

Persona Name:

EDUCATION PHASE	SOLUTION PHASE	SELECTION PHASE
<i>This is the beginning of the journey, where your prospect has just become aware they have a problem. They are starting to look at possible solutions, and trying to learn for themselves what's available.</i>	<i>This is the middle of the journey, where your prospect is doing heavier research on whether you are a good fit for them. They are evaluating their options.</i>	<i>This is the end of the journey, where your prospect is actively considering purchase. They are thinking through what it would mean to be your customer.</i>
Questions I'm asking: <ol style="list-style-type: none">1.2.3.4.5.	Questions I'm asking: <ol style="list-style-type: none">1.2.3.4.5.	Questions I'm asking: <ol style="list-style-type: none">1.2.3.4.5.