

11/26/2018

Selling Through the Customer Journey

A Brief Overview of a Customer-Oriented Sales Technique



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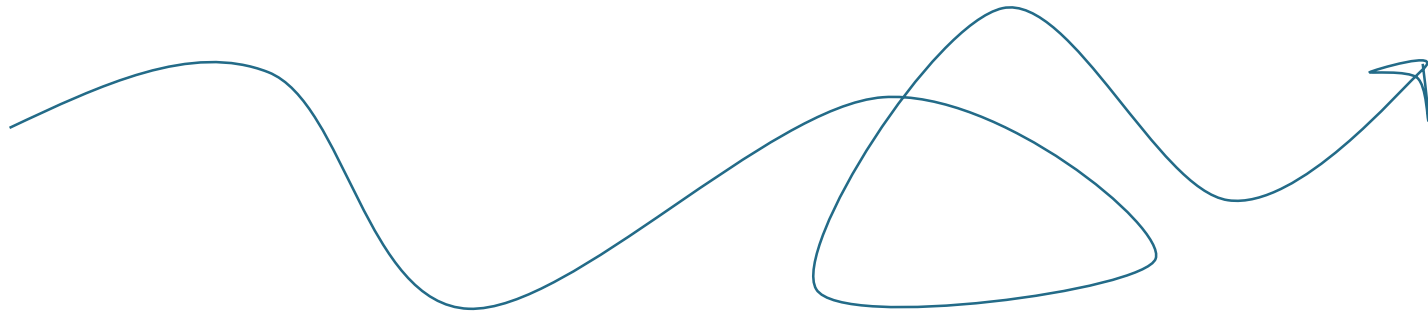
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What is the Customer's Journey?



There is no “one size fits all” in sales

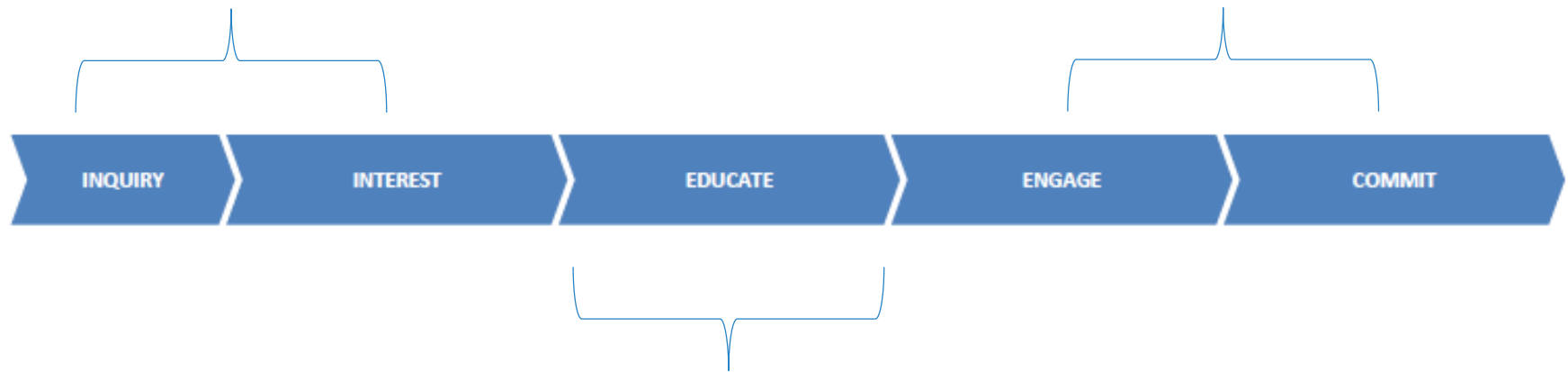
Each customer has different problems, wants, needs, and influences.

The sales technique used needs to be tailored to each customer.

Selling through the customer's journey is a customer-oriented, strategic practice focused on moving customers to the next stage in their journey. Eventually, this technique gets customers to commit, and stay loyal, to your product or service.

Why this product/service?

Why this company?



Why now?

Situational Factors to Identify



Readiness for Change
Are they prepared to change their current situation?



Familiarity with Product/Service
How much research have they done?



Compelling Event
Are there urgent concerns that will influence the decision?



Financial Understanding
Does the customer know their financial profile or have a budget?



Number of Influencers
How many individuals have influence in the final decision?



Decision Alignment
What is the level of alignment across influencers' opinions?

Stage 1: Inquiry



At this stage, customers have very little knowledge of the product/service, what is available to them, or what key factors they should be looking for when evaluating different companies.

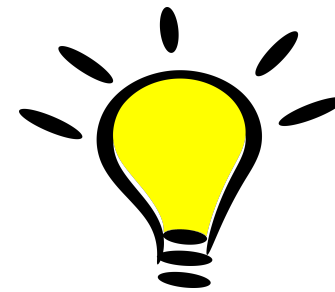
Obstacles

- Incomplete/missing contact info
- Unresponsive to contact attempts
- Only looking for pricing information
- Non-serious inquiries

Goals

- Get quality contact and correct information, **within a timely manner**
- Provide a warm welcome and thanks for their interest in the company
- Position yourself as a trusted source that can lead the customer to make the best decision for themselves

Stage 2: Interest



At this stage, customers become aware of your company's offering and begin to explore it. Customers begin collecting information and often regard your company as a resource.

Obstacles

- Distinguishing between important and irrelevant information
- Identifying customer's situational factors affecting their journey and decision
- Customer gathering information from competitors

Goals

- Understand the issues that initiated customer's interest
- Determine objections they may have
- Provide guidance regarding options available to them
- Slowly sell and move customer to education stage

Stage 3: Educate



At this stage, customers continue collecting information on your product/service, while you provide trust and establish a positive light on your company and offering.

Obstacles

- Competing priorities
- Different decision criteria among decision influencers
- Conflicting views on what needs to happen
- Hidden concerns

Goals

- Learn more about customer, influencers, needs, and interest
- Provide overview of what to expect
- Share relevant story customer can relate to
- Establish company values
- Create personal connections

Stage 4: Engage



At this stage, customers understand how your company aligns with their needs and work to commit to a decision.

Obstacles

- Lack of clarity over benefits vs. costs
- Weak belief of why your company is superior over competitors

Goals

- Nurture relationship by personalized interactions
- Uncover barriers to finalizing decision
- Maintain alignment with all influencers
- Build understanding of your company value through accurate comparison with alternatives

Stage 5: Commit



At this stage, customer is prepared to commit and make a change. However, there is a risk that customer may stray or back out at last minute.

Obstacles

- Overwhelmed by upcoming change/too many options
- Confused by late introduction of new option
- Unclear understanding of logistics or plan moving forward

Goals

- Engage all influencers before, during, and after commitment
- Streamline the transition
- Finalize commitment in writing
- Ensure smooth relationship transition to the professional working with client after the sale

Thank You

For follow-up questions, please email

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