

Rethinking the Sales Funnel by Understanding & Mapping Your Customer Journey



CUSTOMER JOURNEY MAP

Who. Buyer Persona



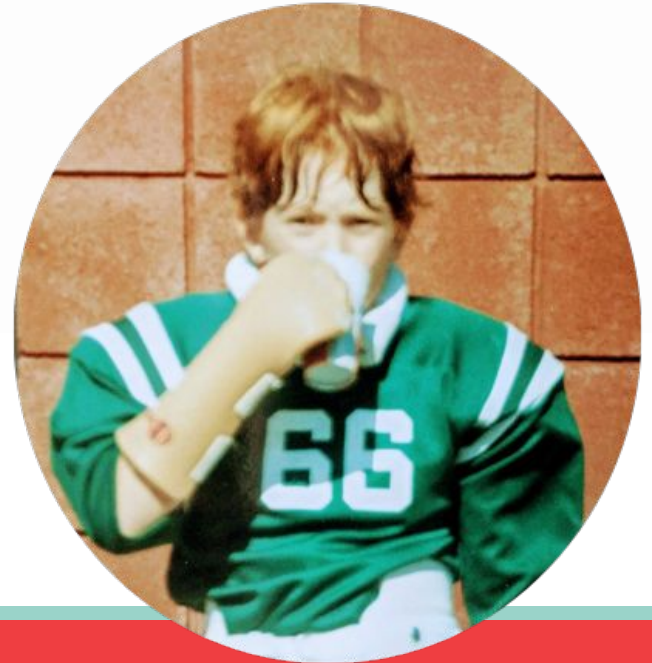
	AWARENESS buyer is exploring	CONSIDERATION buyer is weighing options	PURCHASE buyer chooses to buy	USE buyer realizes value	ENGAGE customer happy with product or service
Buyer Actions	Activity - i.e. Online Search	Look at Reviews	Buy in Store, Service Done	User guide, Instructions or On Service Item	Thank you Note, Email
Touch points	i.e. Email, Website, or Store				
Sentiment <small>What are they thinking?</small>	Engaged - need solution				
Content <small>What will you say</small>	Inform, Education benefits				
Possible Solutions <small>Ways to improve</small>	Improve SEO, PR, New Ads				
Barriers	Competing SEO, Offers				

Rebecca's
fiery red hair.

Rebecca's
football number.

R **RED** 66
MARKETING

We are passionate
about marketing!



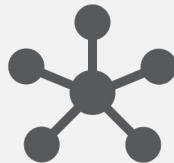
Top Takeaways




Key points and considerations for sales and marketing that impact your buyer's journey.



How and what to create at each stage of the journey

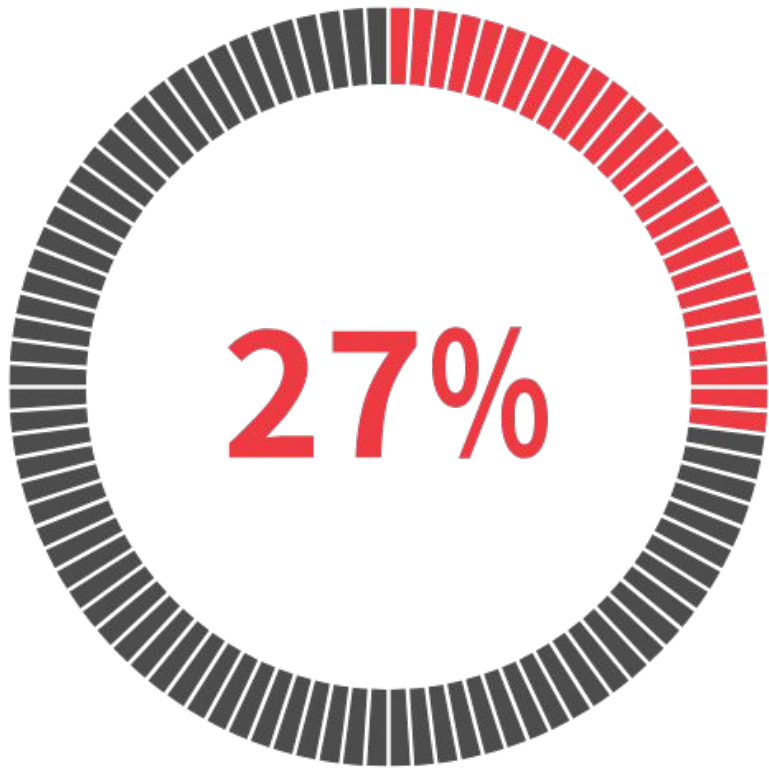


Considerations to connect the dots across multiple touchpoints



77% of B2B buyers conduct
extensive online research
before talking to a salesperson

(Gartner)



Only 27% of B2B leads are sales-ready when first generated

(MarketingSherpa)

The Sales Funnel



Your Buyers Are Empowered

The Traditional Customer Journey



The Modern Customer Journey

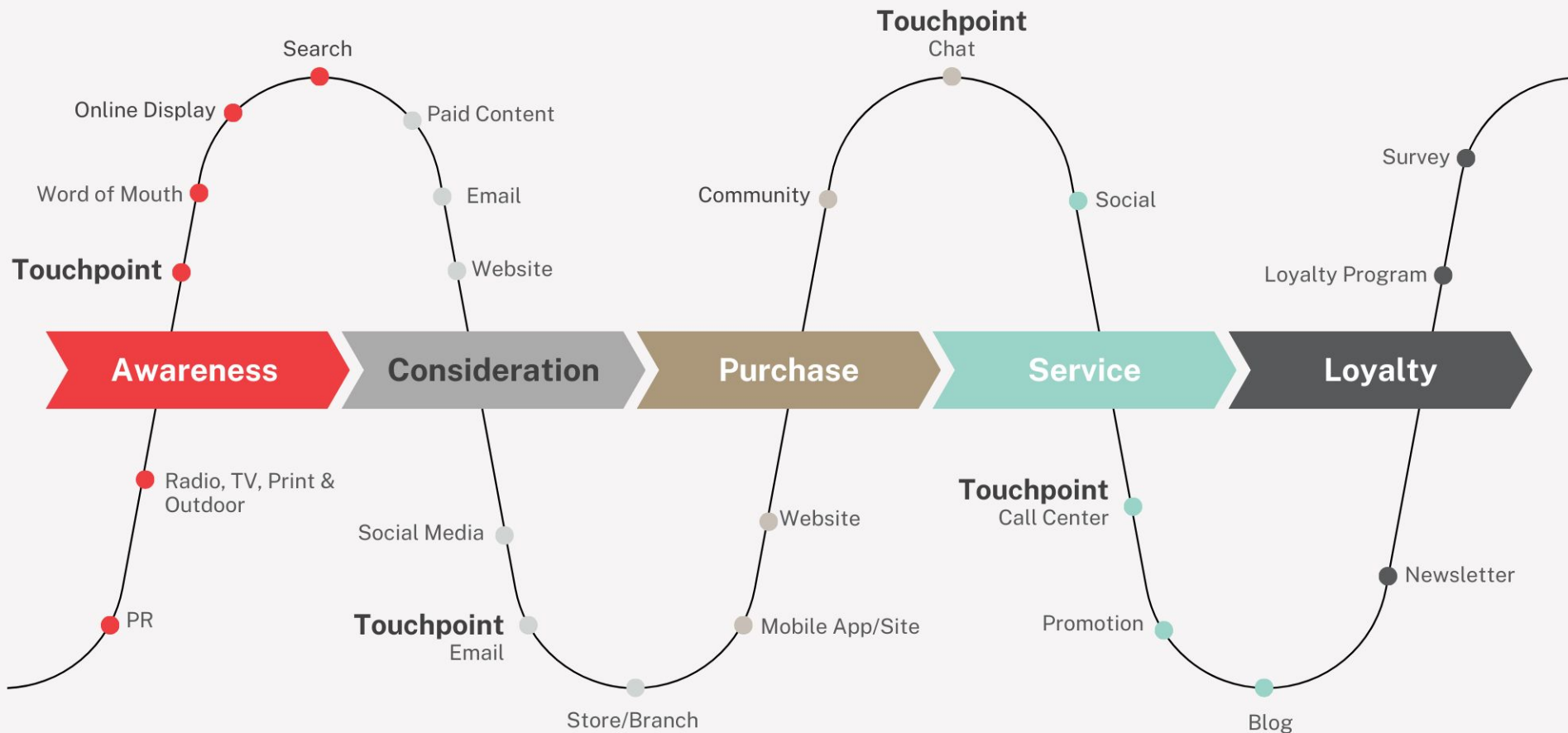


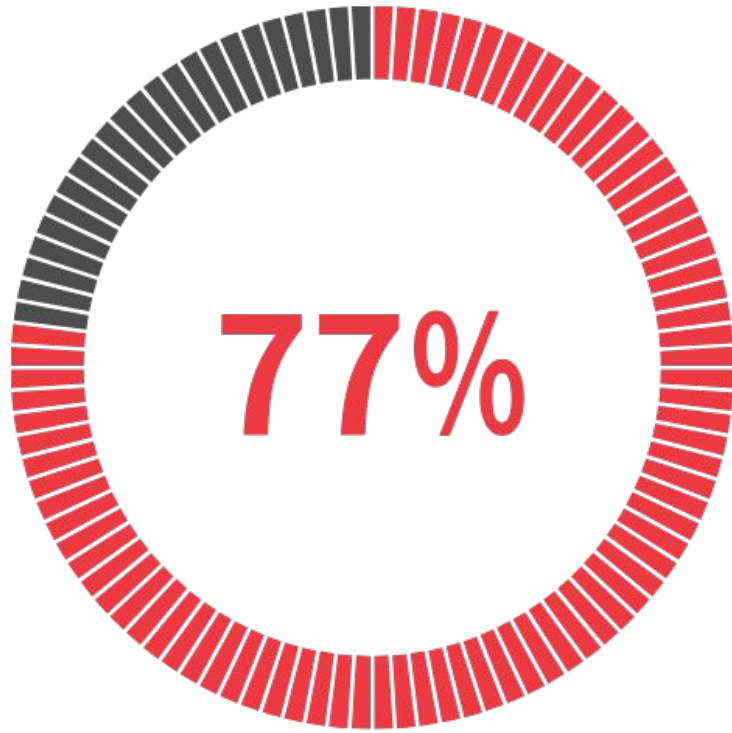
Buying It's Not Linear



CUSTOMER JOURNEY MAP

Another way to think about the customer touchpoints as they move from looking for what you offer, to becoming a loyal customer.





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conduct extensive
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**What is the
experience like for
your prospects?**



Top 5 Considerations for Your Buyer's Journey

Who are you talking to

What pains do they have

Where are they finding information

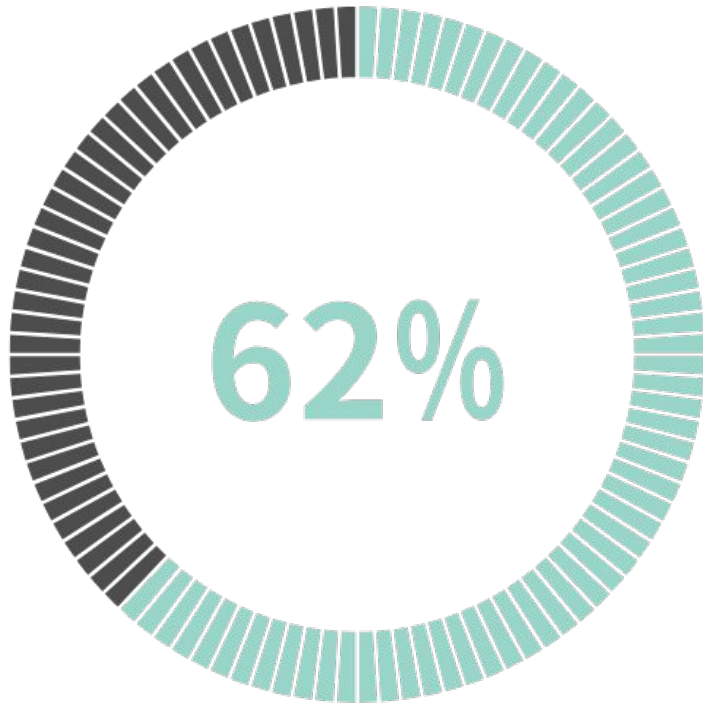
When do they need it

Why would they buy from you?




How to Build Your Map

- Set your map goals
- Create your buyer personas
- Label customer touchpoints
- Map their journey
- Determine customer needs



62% of B2B buyers say they can now develop selection criteria and finalize a vendor list based **solely on digital content**

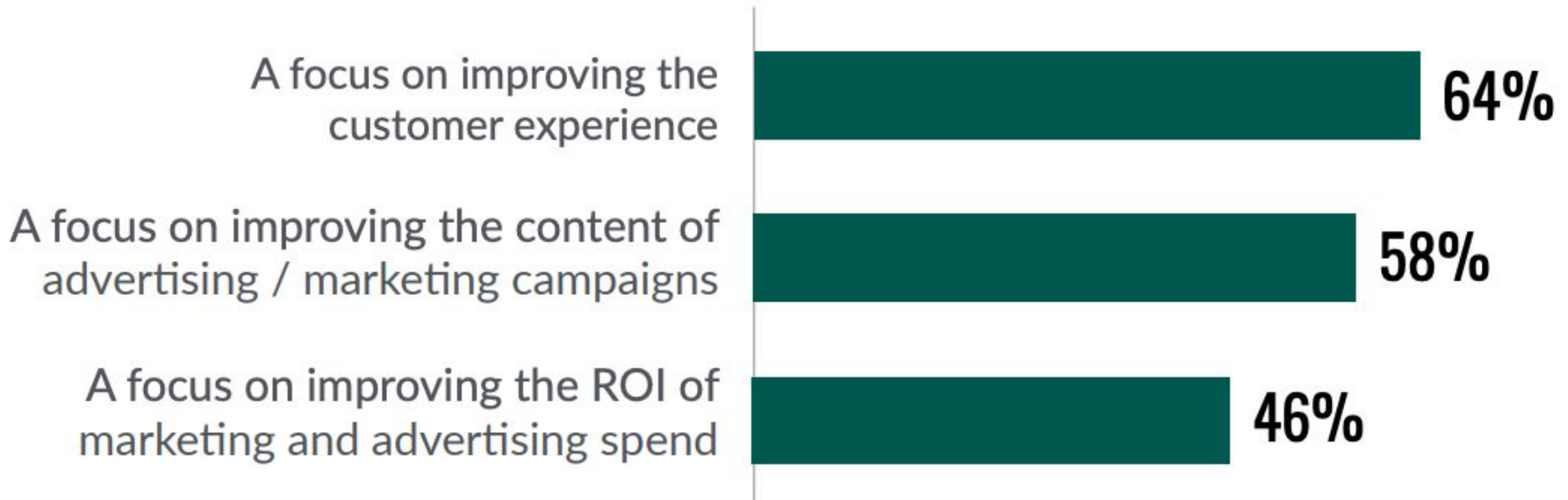
(Forrester)



By providing a roadmap
of **how customers
interact** with your
brand—from initial
research and discovery,
to purchase and
retention—customer
journey maps
**demystify the
customer experience.**

Hanover Research

Why Go Through This?

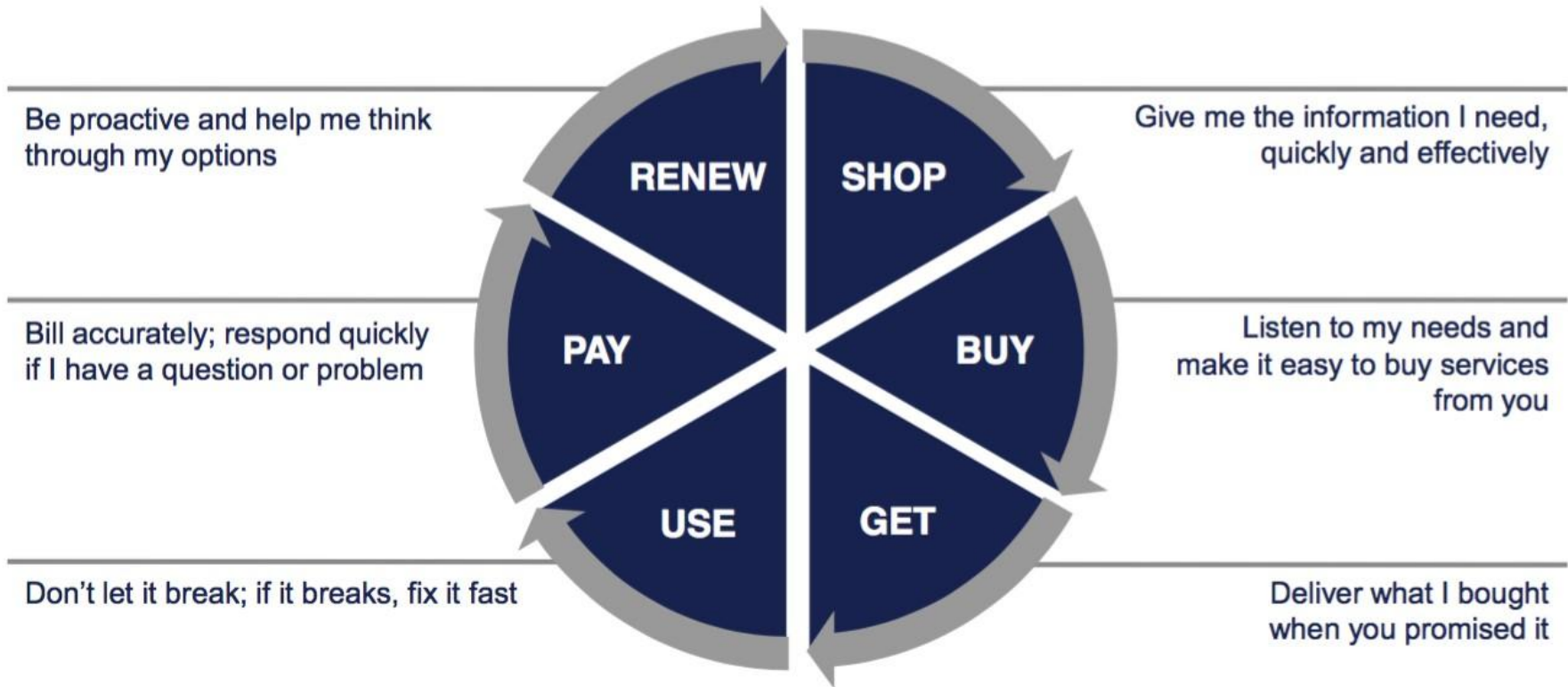




What is Your
Buyer's
Experience

Focusing on What Matters Most

Delivering what the customer needs throughout the journey



“ And throughout our relationship, give me good, quality information when I need it. ”



MIKE

REYNOLDS

OPERATIONS MANAGER

AGE: 36

GENDER: Male

ABOUT

- Facility/Operations Manager
- 5-15 years experience
- 50-500 employee company
- \$100K-\$1M budget authority

GOALS

- Reduce operational costs, including reduction of lost time for management of programs
- Streamline vendor management
- Employee satisfaction

SUCCESS METRICS

- Cost per employee for a uniform program
- Employee satisfaction scores
- Time spent on uniform management
- Compliance audit results

Communication



Leadership experience



Computer proficiency



PAIN POINTS

- Employee Satisfaction & Retention
- Operational Efficiency
- Cost Management
- Compliance and Safety

CONTENT NEEDS

- Cost reduction case studies
- Compliance guidelines
- Industry best practices
- Sustainability initiatives
- Employee satisfaction data

DECISION TRIGGERS

- Employee complaints spike
- Contract renewal period
- Compliance issues
- Company expansion

MUST HAVES

- Reliable delivery schedule
- Quality control processes
- Clear pricing structure
- Online management system

Buyer

Car Buying Journey

Simplified. Optimized. Delighted.

Seller

Right Car + Right Price + Right Merchandising =

Influence Purchase



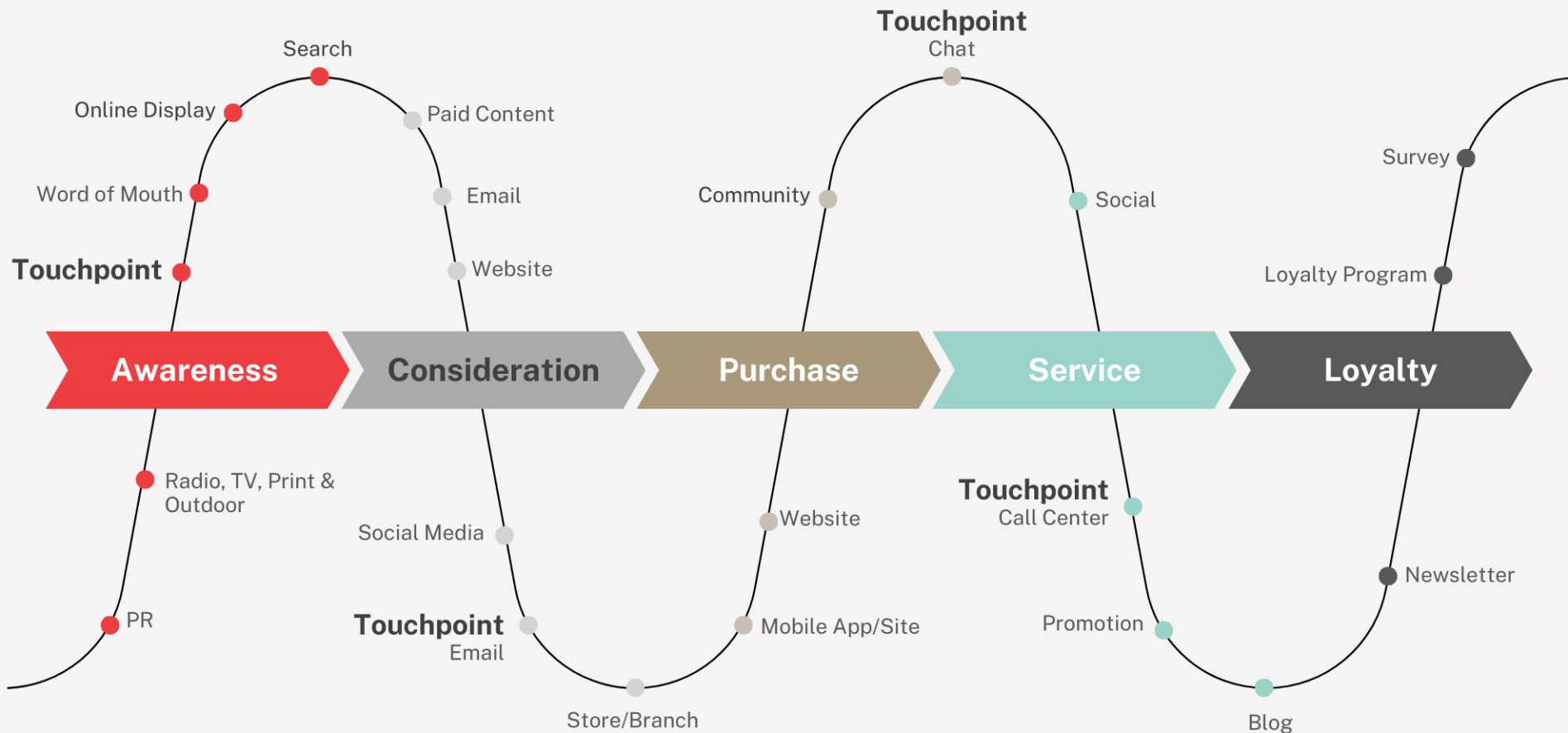
TrendSpot | Online Shopping

Customer Journey Map

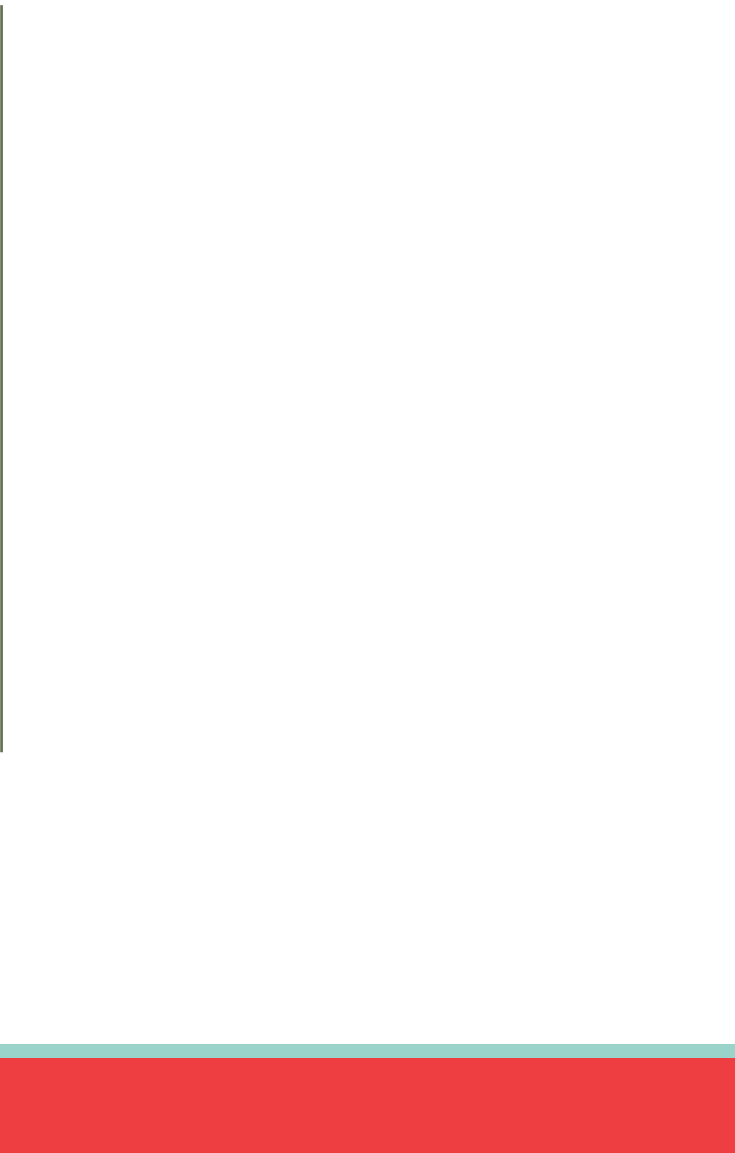
Phases	Phase 1 Motivation	Phase 2 Website Search	Phase 3 Clicks on the First Result	Phase 4 Checks the Website	Phase 5 Product Evaluation	Phase 6 Payment
Activities Performed	Wants to purchase an item for somebody	Searches the products on various websites	Post search, customer clicks on the first ad.	Customer goes online again and clicks the first proper website	Opens a page to check product details. Checks other products for proper comparison.	Makes the payment for the preferred product.
Emotions	Happy and Excited	Happy as the customer finds numerous options	Disappointed as the first ad result came up with no results	Very happy as he goes online and finds leading gifting websites in top SERPs.	Happy! Clicks on the website and find the favorite products on sale.	First disappointed as the website only has BTC payment option. Contacts helpline and completes the transaction with the credit card mode.
Overall Experiences	Good	Good	Bad	Good	Good	Average as customers time gets wasted
Customer Expectations	Easy availability of the websites, products, and discount options	An easy to use search engine that can make the website search process easy	No advertisements in the top search results	A website with an intuitive interface	Higher quality products in the top categories	Numerous payment options and an easy checkout process

CUSTOMER JOURNEY MAP

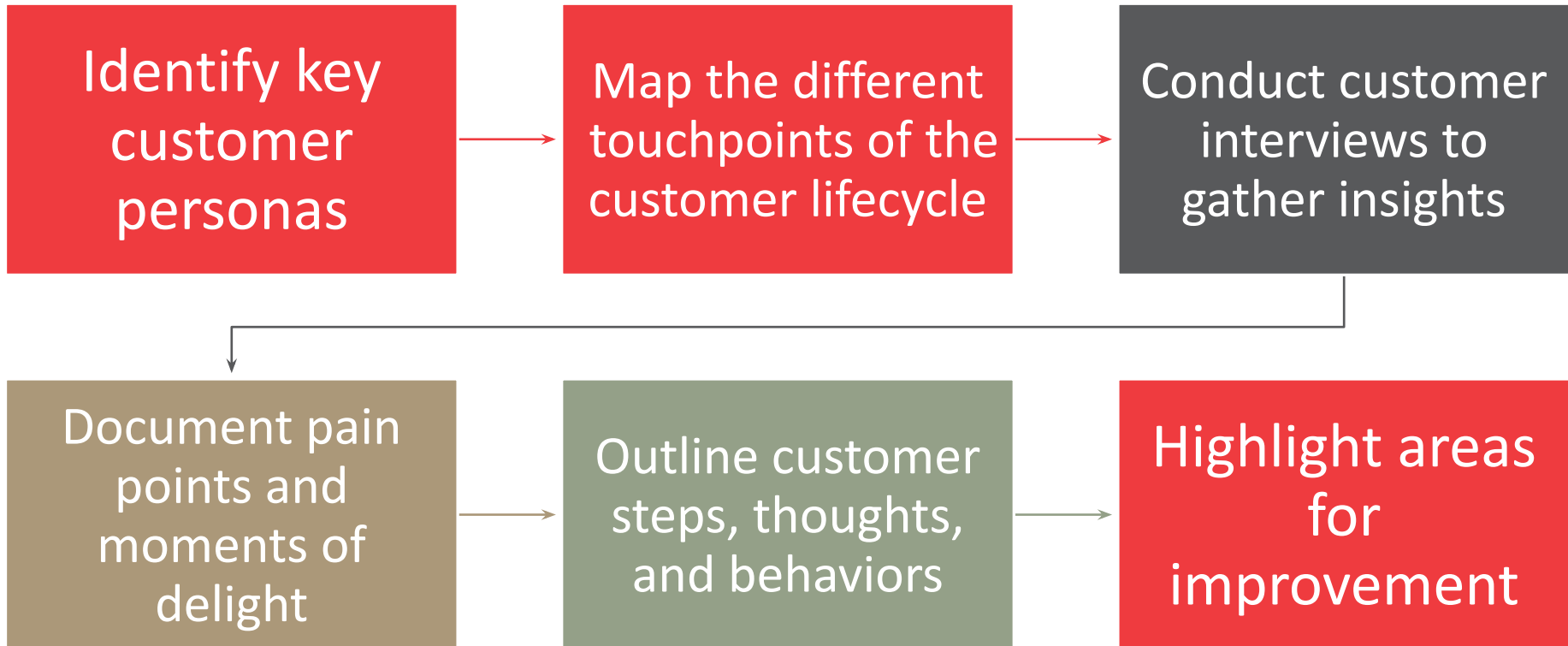
Another way to think about the customer touchpoints as they move from looking for what you offer, to becoming a loyal customer.



Create Your Customer Journey Map

A vertical line is positioned to the right of the text, extending from the top of the text area to the bottom. At the bottom of the slide, there is a horizontal bar with a light teal top section and a red bottom section.

Components of Customer Journey Maps





**MIKE
REYNOLDS**

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Buyer & Customer Touchpoints

Website

SEO/SEM

Social

Email

Direct Mail

Sales Team

Videos

Word of Mouth

Vehicles

Hang Tags

Local Search

Online reviews

Retargeting

Network

CUSTOMER JOURNEY MAP

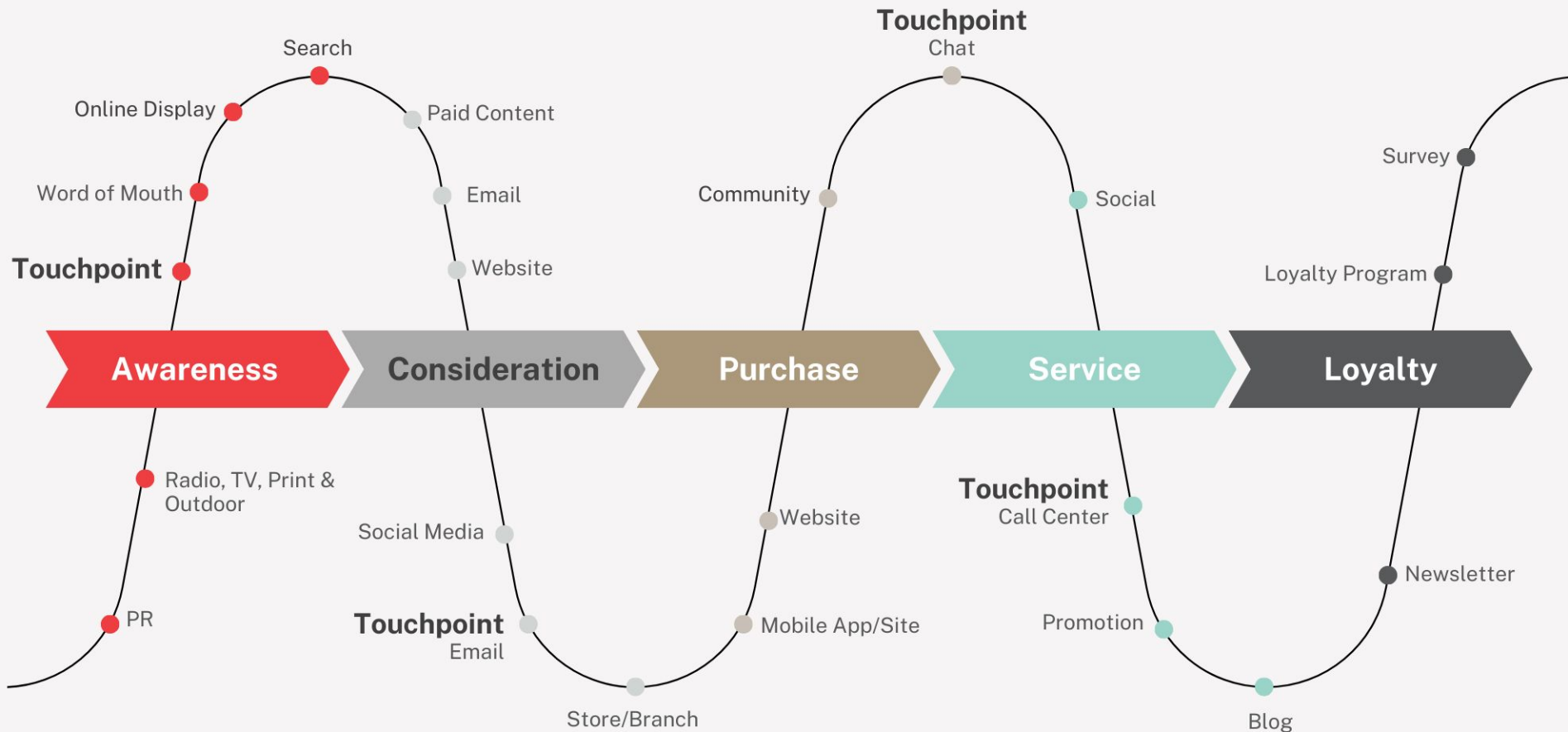
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Content What will you say	Inform, Education benefits				
Possible Solutions Ways to improve	Improve SEO, PR, New Ads				
Barriers	Competing SEO, Offers				
Metrics /KPIs	Web Leads, Phone Calls				

CUSTOMER JOURNEY MAP

What types of content do you currently have at your company?





Jot Down
Your
Ideas



Awareness

How and where do buyers find you?

What are they thinking or comparing?

What is the content goal (inform, educate, entertain, etc.). 3-7 pieces*

Barriers – what is keeping you from competing

Measurement – how will we measure buyer awareness



Considerations

Your buyer is weighing options

Looking at multiple channels

Reading **Case Studies**

Searching for other solutions

They need or want what you offer

Are your reps informed, helpful, experts, building relationships

Price – how much or how do you compare



Purchase

How easy is it to make the purchase or work with you?

How is the install experience, before, during & after

Do you overwhelm them with communications

Do they feel good about it – is this something they wanted or something they HAD to do



Use

Buyer realizes value

Welcome & Onboarding

User guide or follow-up from the company

Training – who does it

Case Studies



Engage

The customer is happy with the purchase

How/where do you thank them or follow up

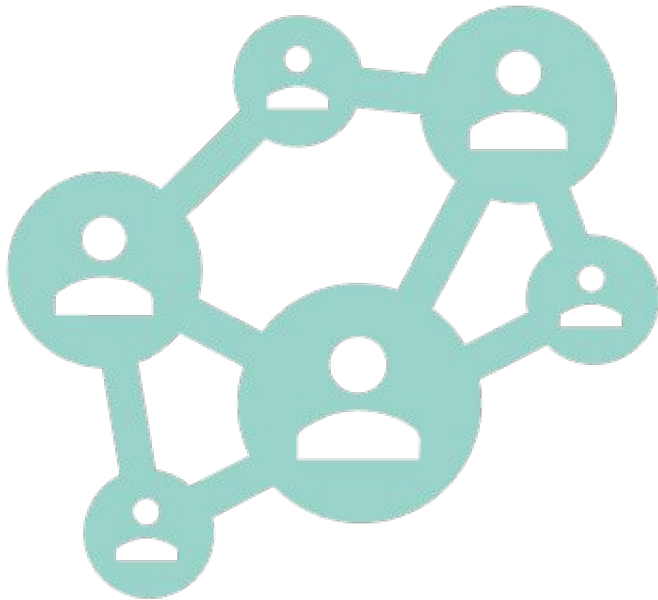
- Emails, notecards, phone call, surveys, What will you say

How can you improve it?

Barriers – do you have time, the right service people

How will you measure repeat customers or loyalty (retention)

Connect the Dots



- 8 touches to generate a conversion
- Look for gaps, inconsistencies, or opportunities along the way
- Ensure marketing, sales, and service/product experience are all connected
- Optimize transitions in the journey for a smooth customer experience – remember, your goal is a loyal, happy customer advocate
- Companies that excel at lead nurturing generate 50% more sales-ready leads at a third lower cost



Tips for Successful Journey Mapping

TLC – think like a customer and put yourself in their shoes

Involve more of your team in the mapping process (sales, service, marketing, others)

Stay mindful to update regularly based on changing customer behaviors

You can use maps to align your departments and team around customer needs

Include In Your Content

1. What does it cost?
2. What are the problems they have
3. How do you compare?
4. What Best Of lists can you create?
that are valuable?
5. Who can you ask for reviews?
6. Sell the **outcome!**



Be Relevant to Your Buyer. Sell the Outcome

Resources

miro.com

[Google Image](https://www.google.com)

zendesk.com

<https://asana.com/resources/customer-journey-map>

<https://uplandsoftware.com/kapost/resources/blog/6-different-types-of-buyer-journey-maps/>

<https://www.techmarclabs.com/blog/customer-journey-mapping-to-improve-customer-experience>

<https://www.wordstream.com/blog/ws/2022/09/19/customer-journey-map-templates>

<https://neilpatel.com/blog/buyer-persona-map/>

<https://uplandsoftware.com/kapost/resources/blog/6-different-types-of-buyer-journey-maps/>

<https://www.freshworks.com/freshdesk/customer-journey/journey-mapping-examples-blog/>

<https://www.techmarclabs.com/blog/customer-journey-mapping-to-improve-customer-experience>

<https://www.userinterviews.com/blog/best-customer-journey-map-templates-examples>

<https://www.questionpro.com/blog/car-buyer-journey/>

https://www.google.com/url?sa=i&url=https%3A%2F%2Fmedium.com%2F%40lovre.crnosija%2Fthe-importance-of-sales-funnels-a-comprehensive-guide-8619222a549f&psig=AOvVaw1WXnp7u9-NrgtBiiZA-huQ&ust=1729863776918000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCNiq7_OSp4kDFQAAAAdAAAAABAE

<https://www.leadsquared.com/learn/sales/what-is-lead-funnel/>