Customer Journey Map Sales Cycle for B2B Product (Account-Based Marketing)

	AWARENESS	CONSIDERATION	DECISION	CONTRACT NEGOTIATION	POST-CONTRACT SIGNING PRODUCT DEVELOPMENT	PRODUCT LAUNCH	LOYALTY & ADVOCACY (after all post-launch issues have been resolved)
CLIENT BEHAVIOR	Non-engaging; Prefers to skirt every conversation with sales reps	Willing to listen	Calls internal, formal meeting	Concerned with minutia, details	Observant	Observant	Friendly, Appreciative, Willing to be an advocate
CLIENT GOALS	Avoid, ignore sales reps	Needs a success to bolster reputation	Introduce deal to executive team and garner open support	Self-preservation; Develop a win-win deal	Determine product KPIs; Reduce time-to-market; Conserve total development cost	Benchmark success; A) relay launch success to board or B) address any concerns	To ensure product sales exceed expectations and ROI
HOW THEY FEEL	IRRITATED DISINTERESTED ANGRY	NERVOUS DESPERATE HOPELESS	ANXIOUS A BLEND OF NERVES AND EXCITEMENT	ANTICIPATORY	GALVANIZED	TENTATIVE EXPECTANT	RELIEVED ELATED
HOW THEY SHOULD FEEL	EXCLUSIVELY CHOSEN INTRIGUED BY THE OPPORTUNITY	EMBOLDENED CONFIDENT	EAGER ANTICIPATION	ANTICIPATORY	GALVANIZED	PROUD	ELATED
BUSINESS GOALS	Make contact; Develop awareness and interest; If ignored, contact prospect's alternative C-suite executive	Generate excitement, expectation the deal will be an accomplishment	Sell Executive Team; Move to Contract Phase	Secure signatures on the contract	Maintain excitement	To provide positive results immediately; To analyze negative results for understanding	Build affinity and establish long-term strategic goals/plans with client
TOUCHPOINTS	Phone, Email, Conferences	Phone, Email	In-person Meetings	Phone, Email, In-person Meetings	Phone, Email, Teleconferences	Phone, Email, Teleconferences	Phone, Email, In-person Meetings
RECOMMENDATIONS	New Prospects: Create 'Internal Power Structure' hierarchy of prospect accounts to identify C-Suite executives; Build a list of role-based contacts with CIENCE, MarketStar or memoryBlue; Develop custom pitch based on C-suite role (per CEO, CFO, CIO) Existing Prospects: Develop website landing page personalized to prospect designed to sell prospect on their unique pain points; Develop personalized, custom product line/suite expansion with product being pitched using data-based evidence and offer to present their "Product Line Expansion Revenue Generator Opportunity" to the C-suite executive team; In lieu of email and cold calls, retarget with LinkedIn outreach campaign for personalized relationship building	Provide case studies and references to establish credibility; Use TeamLink on LinkedIn Sales Navigator to capitalize on your employees connections within your prospect's company, to generate buzz inside your prospect's company of the potential deal	Develop personalized, custom client-facing document emphasizing Problem/Solution to highlight the deal success; Hold in-person meetings or conference calls with each C-suite executive to privately discuss and assuage any concerns/generate excitement	To maintain positive customer journey, establish relationships and implementation plans with mid-level managers and tactical implementers; Focus interactions with the client to commit to achieving a specific goal within a specific time as an intermediate close while laying the groundwork for a final close	Provide customer-facing documents (onboarding schedule, product development timeline, product performance scoreboard) to client executives and mid-level managers in an effort to build a mutually-reliant partnership-feel with decision-makers; Hold weekly teleconferences to provide verbal updates and manage rapport and credibility	Positive Results: Provide in written format with proposed next steps of product life cycle Negative Results: Provide verbally with an established approach-plan to erasing any losses and spurring sales	Set regularly scheduled in-person meetings with client to discuss progress and next steps, build rapport; Provide monthly data on product performance