

## Buyers Want To Research And Consider; Most Businesses Want To Sell; The Bulk Of Sales Go To Companies Who Produce Content That \*Helps\*

Breakdown Of The Sales Cycle Or Buyer Journey For A Product Over \$100 (Software or Physical Deliverable, B2B or B2C)

		Sales Cycle Or Buyer Journey Stage	Who Drives This Stage?	Does Buyer Want Ads, Brochures, Or Sales Contact?	What Advances Buyer To Next Stage?	Mistake Businesses Make					
1	Awareness	Buyer has pain-point (need)	Buyer	No	-	-					
2		Buyer is aware of his pain-point			-	-					
3	Consideration	Buyer conducts Internet research, avoiding ads			Buyer	No	Information:  Relevant, High-Value, Objective, Content  <i>Not Biased Sales Copy Or Brochures</i>	Businesses pay huge sums to foist unwanted ads and brochures on leads, which customers instinctively know are biased, and which they avoid			
4		Buyer learns of various solutions									
5		Buyer learns of your specific solution									
6		Buyer gets into the 'culture' of this product, vaguely learns of brand reputation, and learns of standard features, drawbacks and benefits									
7		Buyer watches videos, reads reports, articles, surveys and reviews to learn more about standard features, drawbacks and benefits									
8		Buyer eliminates certain companies, based on superficial comparison									
9		Buyer becomes familiar enough to consider feature fit and impact in their situation or life									
10		Your particular product becomes a *finalist*, and buyer needs answers to specific questions									
11		After getting questions answered, buyer eliminates all finalists but you									
12		Buyer does a deeper dive into your product, brand, and company									
13		Buyer cycles-back over other options to reconsider those eliminated									
14		Buyer believes that your solution is the best fit among all options							They don't want to see ads; They do want to see brochures	Brochures	
15		Buyer trusts that your company can deliver said solution							They don't want to see ads; They do want to see brochures		
16	Decision	Buyer has the means to pay for your solution, now							They don't want to see ads; They do want to see brochures; Buyer wants to reach out if salespeople are used in this product sales cycle	Brochures And Sales Personnel	Pushy salespeople often aren't available if the sale isn't immediate
17		You are able to accept payment and offer a deliverable							-	-	