

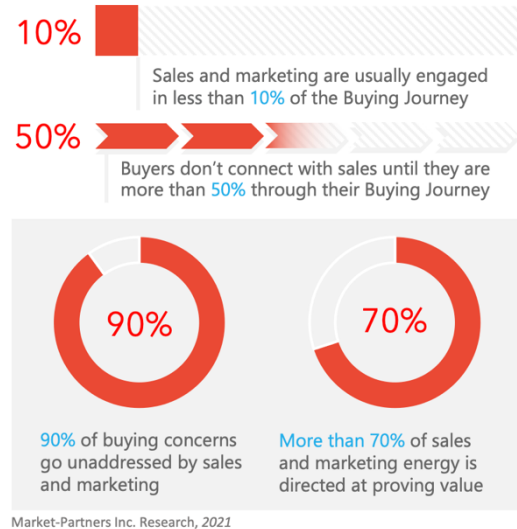
Martyn Lewis at UXPressia, 4/22/21

Mapping and Managing the Customer Buying Journey

Today's Buyers...

- Have greater access to information
- Greater ability to network
- Have limited time and resources
- Have almost unlimited possibilities to invest time and resources
- Do not have a single decision maker
- Are saturated with great offers
- Are suffering from marketing fatigue

Buyers are disconnected from sellers and sellers are disconnected from buyers



Addressing the Gap

- Companies must reconnect with the buyers – across the end-to-end Customer Buying Journey
- However, buyers are rarely dependent upon sellers
- Companies must develop a deep understanding of their market's Buying Journeys so they can build and maintain relevancy across that journey or risk becoming a "supplier at will"

Flipping the Focus

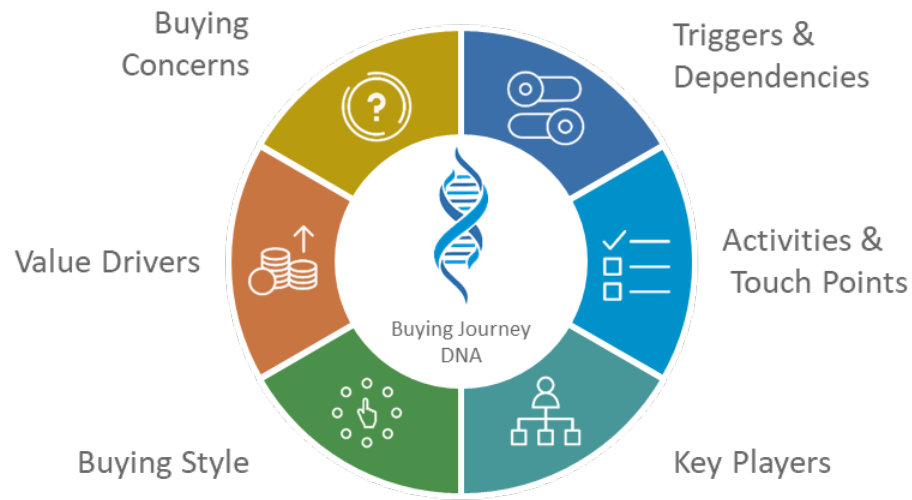
- It's not about the sales process or the offering; it's about the Customer Buying Journey
- Flipping the focus from trying to manage the customer through your process to supporting them through theirs
- Moving from WHY they should buy to HOW they buy and why they don't
- Supporting and navigating them through their Buying Journey
- Positively impacting that Buying Journey

The Good News

Within a specific market, buyers buy a particular offering in remarkably similar ways

We can therefore decode the Customer Buying Journey DNA

The Customer Buying Journey DNA



7 Best Practices

- 1 Talk to Customers
- 2 Include a Broad Cross Section
- 3 1 on 1 Interviews
- 4 Detective Work
- 5 High Level, Non-Leading Questions
- 6 Tabula Rosa
- 7 Repetition in What You Hear

3 Fatal Mistakes

- 1 **Not talking and listening to customers**
 - Its not what you imagine or hope customers are doing
 - Wrong audience
 - Wrong questions
- 2 **Not mapping the Buying Journey from end-to-end**
 - From soup to nuts
 - Where is the start?
 - Is there an end?
- 3 **Trying to align to an internal process**
 - There is only one process – the Customer Buying Process
 - Abandon the notion of a "sales process"
 - Connect the stages of any pipeline to the stages of the Buying Journey

Managing the Buying Journey & The 5 Elements of the M.E.S.

- Not simply reacting to the Buying Journey
- Supporting and navigating the customer through their Buying Journey
- Positively influencing the Buying Journey

