

The Custom List

The 4 Repeat
IT Buyer Journey
Stages



- Your buyers don't know you yet
- Your products might interest them
- Your campaigns must get their attention

- Buyers have responded to your campaigns
- Product-pitch needs fine-tuning to meet buyer needs
- Nurturing campaigns must educate to earn respect

- Buyers are ready to take the call
- Place the product for a trial run
- Tutorials and value-addition campaigns to compliment the purchase