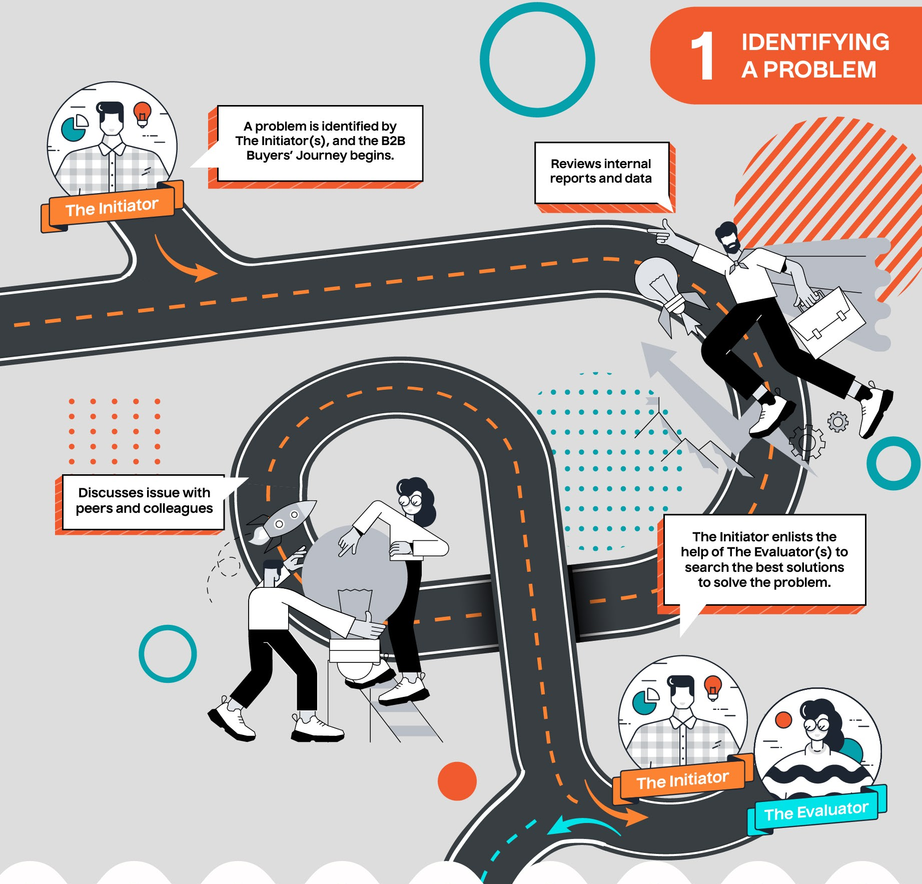
7 STAGES OF THE B2B BUYERS’ JOURNEY

1 IDENTIFYING A PROBLEM


The Initiator
The Initiator
The Evaluator

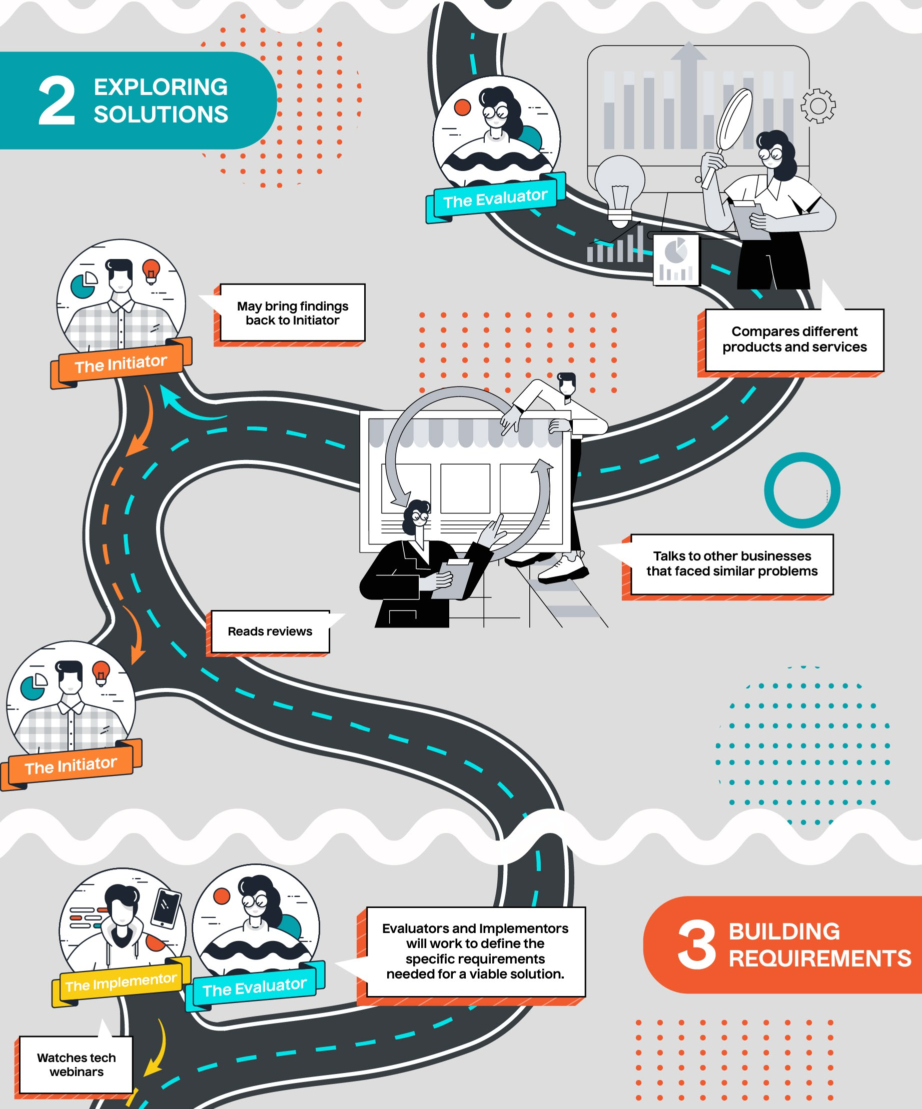
A problem is identified by The Initiator(s), and the B2B Buyers’ Journey begins.

Reviews internal reports and data

Discusses issue with peers and colleagues

The Initiator enlists the help of The Evaluator(s) to search the best solutions to solve the problem.

2 EXPLORING SOLUTIONS


The Evaluator
The Initiator
The Initiator
The Implementor
The Evaluator

Compares different products and services

May bring findings back to Initiator

Talks to other businesses that faced similar problems

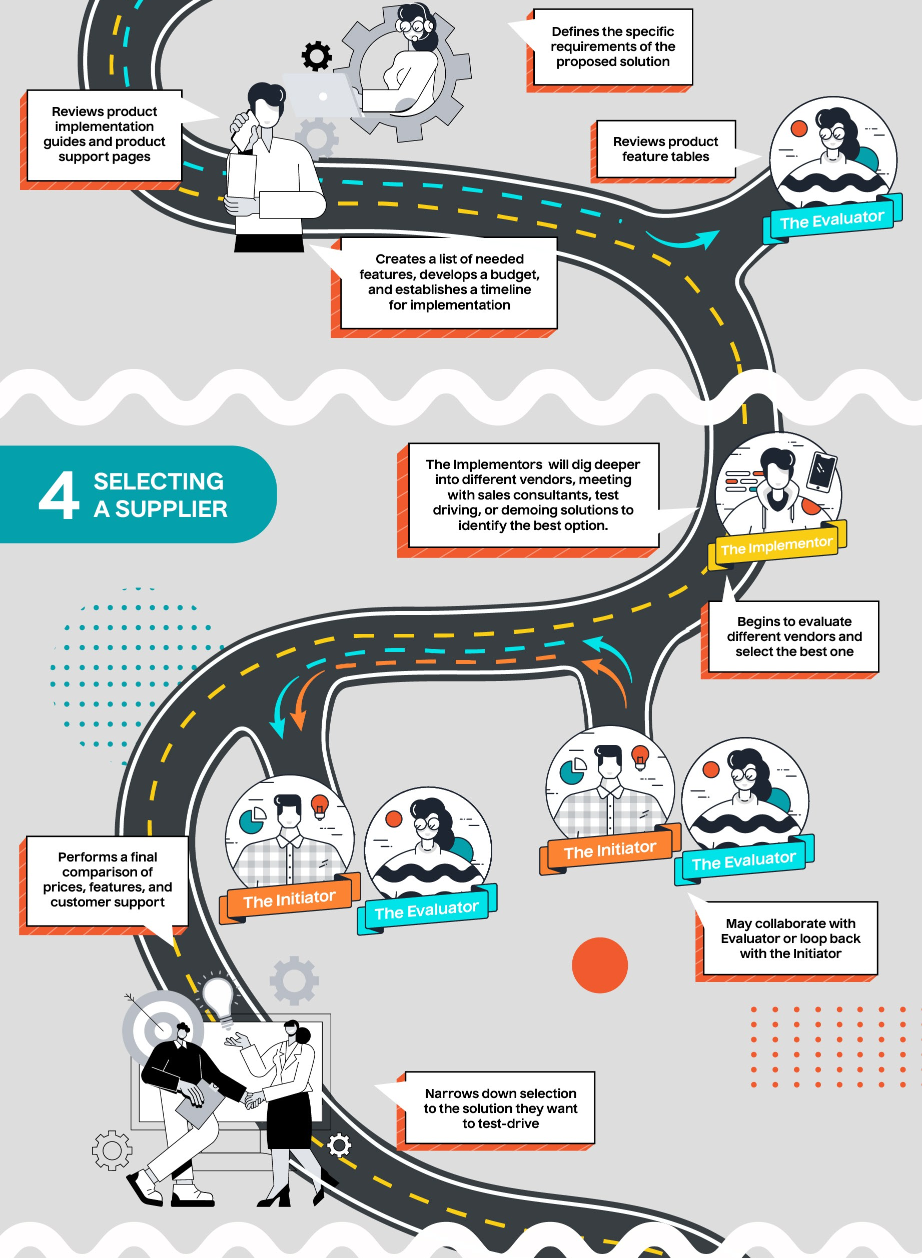
Reads reviews

3 BUILDING REQUIREMENTS

Evaluators and Implementors will work to define the specific requirements needed for a viable solution.

Watches tech webinars

4 SELECTING A SUPPLIER


The Evaluator
The Implementor
The Initiator
The Evaluator
The Initiator
The Evaluator

Reviews product implementation guides and product support pages

Defines the specific requirements of the proposed solution

Reviews product feature tables

Creates a list of needed features, develops a budget, and establishes a timeline for implementation

The Implementors will dig deeper into different vendors, meeting with sales consultants, test driving, or demoing solutions to identify the best option.

Begins to evaluate different vendors and select the best one

May collaborate with Evaluator or loop back with the Initiator

Performs a final comparison of prices, features, and customer support

Narrows down selection to the solution they want to test-drive

5 VALIDATING THE DECISION

Internal review and discussion to confirm that the group has chosen the right solution and met regulatory and compliance requirements

The Implementor

The Implementor

The Evaluator

The Implementor works with the Evaluator to validate their decision and prepare for the approval process.

Reviews user groups on social platforms - e.g., Reddit, Facebook, LinkedIn

Reads or watches business peer reviews

Talks to other businesses that have used the solution

Conducts a proof-of-concept

Requests business peer references

6 CREATING CONSENSUS

The Implementor

The Evaluator

May need to go back to present to The Initiator or convince stakeholders

Evaluators and Implementors focus on getting everyone else on the B2B buying team on board with their validated buying decision.

Reads and shares articles and content that explain why specific stakeholders will benefit from their chosen solution

Watch and share videos that support their buying decision with the rest of the team

The Evaluator

The Implementor

The Finalizer

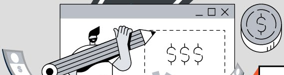
7 FINALIZING THE PURCHASE

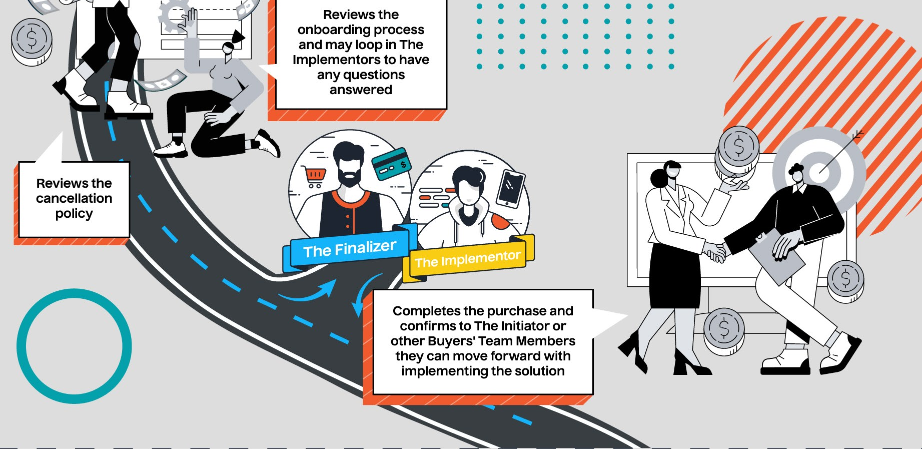
The Finalizers may need to do some validation of their own or, at the very least, avoid friction in the purchasing process and avoid encountering any red flags.

Downloads, reviews, and approves the licensing agreement and terms and conditions for any regulatory or compliance issues

Reviews the buying process for any ambiguities or red flags

The Finalizer




The Finalizer
The Implementor

Reviews the onboarding process and may loop in The Implementors to have any questions answered

Reviews the cancellation policy

Completes the purchase and confirms to The Initiator or other Buyers' Team Members they can move forward with implementing the solution