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| --- | --- | --- | --- | --- | --- |
| **Stage** | **1** | **2** | **3** | **4** | **5** |
| ***Action*** | ***How do they determine need, and what is their catalyst to take action?*** | ***How do they find out about their options?*** | ***How do they analyse their options?*** | ***How do they acquire your product?*** | ***How do they pay for your product?*** |
| **Who is involved?** |  |  |  |  |  |
| **When?** |  |  |  |  |  |
| **Where?** |  |  |  |  |  |
| **How?** |  |  |  |  |  |
| **Notes:** |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Stage** | **6** | **7** | **8** | **9** | **10** |
| ***Action*** | ***How do they install or set up your product?*** | ***How do they use and get value out of your product?*** | ***How do they determine the value they gain from your product?*** | ***How do they buy more of your product?*** | ***How do they tell others about your product?*** |
| **Who is involved?** |  |  |  |  |  |
| **When?** |  |  |  |  |  |
| **Where?** |  |  |  |  |  |
| **How?** |  |  |  |  |  |
| **Notes:** |  |  |  |  |  |