

CUSTOMER SALES JOURNEYS

How Different Buyer Personas Move Through Marketing Funnel

JOURNEY 1: CORPORATE L&D DIRECTOR (Custom Solutions)

Awareness Stage

Trigger: L&D Director searching for solution to custom training need

- Regulatory compliance training needed NOW
- Existing vendor can't customize quickly
- Budget approved but timeline tight

How They Find You:

1. **LinkedIn organic:** Comes across thought leadership article about "How Companies Mess Up Compliance Training"
2. **Google search:** Searches "custom eLearning design company South Africa"
3. **Speaking engagement:** Sees you presenting at L&D conference on "Speed to Deployment"
4. **Referral:** Industry peer mentions your company positively

Your Message: "Custom learning solutions built for YOUR industry—not templates. Delivered in 4-8 weeks."

Interest & Consideration

Their Research Process:

- Visits your website and reads case studies (mining safety, banking compliance, government training)
- Signs up for webinar: "How to Build Compliance Training That Actually Works"
- Adds your email list (nurture sequence begins)
- Compares you against: DIY, freelance designers, big consultancies, internal team

Your Marketing Actions:

1. Send webinar (covers their pain points: timeline, customization, cost)
2. Nurture sequence:
 - Day 1: Webinar recording + Q&A summary
 - Day 5: Case study relevant to their industry
 - Day 10: ROI calculator showing savings vs. consultant approach
 - Day 15: Success story from similar company
3. Retarget with LinkedIn ads: "Replace your L&D gap with expert customization"

Decision Criteria They're Evaluating:

- Timeline: Can you deliver in our window? (Yes ✓)
 - Cost: How does this compare to other options? (50% cheaper than consultants ✓)
 - Quality: Will this actually solve our compliance problem? (Case studies prove it ✓)
 - Risk: What if it doesn't work? (One-year warranty ✓)
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Decision Stage

Trigger: Budget deadline approaching, need to move forward

Your Sales Engagement:

1. LinkedIn direct message from founder (personal touch)
2. Calendar invite for 20-minute strategy call
3. Strategy call: Understand their specific challenge, timeline, stakeholders
4. Follow-up email with proposal + implementation plan
5. Internal discussions (they need VP approval, IT sign-off)
6. Negotiation on scope, timeline, pricing
7. Contract signed

Sales Cycle: 8–16 weeks typical

Deal Size: R300K–R1.5M annual

Success Metrics (in this email):

- "Implementation complete in 6 weeks"
- "Compliance training completed by 90% of employees"
- "Measurable improvement in COMPLIANCE AUDIT results"
- "Cost 40% less than external consultant approach"

Implementation & Advocacy

Handoff to Success Team:

1. Detailed kickoff call (project management, timeline, stakeholders)
2. Weekly progress updates
3. Beta testing with small group
4. Launch with full employee cohort
5. Success measurement at 30/60/90 days

Expansion Opportunities:

- "Now that you've seen the ROI, should we also build AI-powered training for your technical team?"
 - "Want to license our onboarding platform so employees can self-serve this training?"
 - "Could use same framework for compliance refresher training annually?"
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JOURNEY 2: INDIVIDUAL LEARNING DESIGNER (Certification Program)

Awareness Stage

Trigger: Recognition that AI is transforming L&D, need to upskill or risk obsolescence

How They Find You:

1. **LinkedIn organic:** Sees post about "AI is replacing PowerPoint training" with practical example
2. **YouTube:** Watches video on "Build Your First AI Learning Coach in 30 Minutes"
3. **Email newsletter:** Forwarded by colleague/friend
4. **Industry event:** Sees booth at L&D conference

Your Message: "Learn AI integration from someone who trained models professionally—not theorists."

Interest & Consideration

Their Research Process:

- Watches 3–5 YouTube videos on AI in L&D (demonstrates credibility)
- Signs up for free webinar: "How to Integrate AI into Your L&D Workflows"
- Compares against: LinkedIn Learning courses, Udemy, university programs, other bootcamps
- Reads reviews on course platforms
- Calculates: Cost vs. career benefit

Your Marketing Actions:

1. Free webinar (packed with practical tips, gives away value)
2. Email follow-up with:
 - Testimonials from previous cohort graduates
 - "Bootcamp vs. DIY Learning" comparison
 - Limited-time early-bird discount
 - Payment plan options (makes it accessible)
3. Retarget YouTube viewers with ads
4. Instagram/TikTok short clips showing AI use cases

Decision Criteria They're Evaluating:

- Credibility: Will you actually teach me something useful? (Instructor background matters most)
 - Content: Is this current and hands-on? (Not outdated or theoretical)
 - Value: Will this accelerate my career? (Job placement support? Alumni network?)
 - Cost: Is this investment worth it? (Compare to salary increase it enables)
 - Time: Can I manage 8 weeks with my job? (Flexible schedule required)
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Decision Stage

Trigger: Budget planning cycle at work or personal decision to invest in career

Your Sales Engagement:

1. YouTube comment reply (personalized engagement)
2. Email invitation to next cohort with early-bird pricing
3. Optional: 15-minute call to answer questions (low pressure)
4. Reminder emails: "Next cohort starts in 2 weeks, 5 spots left"

5. Enrollment confirmation and pre-work materials

Sales Cycle: 2-4 weeks typical (shorter than corporate sales)

Deal Size: R8,500 individual | R7,000 corporate

Success Metrics (in follow-up email):

- "80% of graduates report AI implementation in their role within 3 months"
 - "Average salary increase: R200K+ within 12 months"
 - "85% job placement rate for career changers"
 - "Active alumni network with 200+ members"
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Implementation & Advocacy (Cohort Experience)

Week 1: Bootcamp kickoff + hands-on lab setup

Weeks 2-7: Deep-dive modules (AI fundamentals, practical integration, real-world projects)

Week 8: Final projects + certification + job placement support launch

Post-Cohort:

- **Month 1:** Dedicated job placement coaching (for career changers)
- **Month 3:** Success story collection and alumni testimonial
- **Ongoing:** Alumni network access + exclusive job board + advanced courses

Expansion Opportunities:

- "Advanced AI certification" (12-week program for graduates)
 - "Bring this bootcamp to your company" (corporate cohort)
 - "Become an instructor" (high performers become teaching assistants)
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JOURNEY 3: SME TRAINING PROVIDER (SaaS Platform)

Awareness Stage

Trigger: Training provider recognizes need for proprietary learning infrastructure

How They Find You:

1. **Google search:** "Learning platform for small training companies"
2. **LinkedIn:** Sees founder discussing scalability challenges in EdTech
3. **Product Hunt:** Platform featured among EdTech solutions
4. **Industry event:** Sees booth at training industry conference

Your Message: "Launch your learning platform in weeks. No developers needed. Flat monthly cost."

Interest & Consideration

Their Research Process:

- Visits pricing page and reads feature list
- Signs up for free tier account (low friction)
- Creates sample course and tests interface
- Watches demo video showing platform capabilities
- Compares against: Teachable, Kajabi, Moodle, custom development

Your Marketing Actions:

1. Free tier immediate activation (no credit card required)
2. Onboarding email: "Here's your first course setup walkthrough"
3. In-app prompts: "Need help? Watch this 3-minute tutorial"
4. Email nurture: Day 3, Day 7, Day 14 (tips for maximizing platform)
5. "Upgrade to Paid" prompt when they approach usage limits

Decision Criteria They're Evaluating:

- Ease-of-use: Can my non-technical team manage this? (Hands-on testing answers this)
 - Feature completeness: Does it have what I need? (Compare to alternatives)
 - Cost: Will ROI make sense for our business model? (Transparent pricing helps)
 - Support: How quickly do they respond to questions? (Test support team responsiveness)
 - Lock-in risk: Can I export my data if I leave? (Data ownership policy matters)
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Decision Stage

Trigger: Free tier usage approaching limits or needing features exclusive to paid tiers

Your Sales Engagement:

1. In-app notification: "You've created 5 courses! Upgrade to Paid for unlimited courses"
2. Calendar invitation: Optional 20-minute onboarding call with success manager
3. Pricing comparison email showing ROI (cost per learner × expected volume)
4. Limited-time discount offer (first 3 months 20% off)
5. Contract signed and billing begins

Sales Cycle: 2-4 weeks typical (product-led, self-serve)

Deal Size: R3,500–R15,000+ monthly (recurring revenue model)

Success Metrics (in upgrade email):

- "1,000+ customers launched their learning platform this year"
 - "Average customer saves R50K on development costs"
 - "92% of customers upgrade within first month after free trial"
 - "98% customer retention (low churn)"
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Implementation & Advocacy

Week 1: Dedicated success manager onboarding call

Month 1: Course production + first learners enrolled

Month 2-3: Performance monitoring and ROI tracking

Month 6+: Expansion conversations ("Need a white-labeled version for your clients?")

Expansion Opportunities:

- Premium support package (dedicated success manager)
 - White-label resale (customer offers to their clients under own branding)
 - Advanced integrations (Zapier, custom API connections)
 - Professional services (course design support)
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CRITICAL SUCCESS FACTORS ACROSS JOURNEYS

For Corporate L&D Director

- **Trust builder:** Industry-specific case studies showing risk mitigation
- **Pain reliever:** Clear timeline guarantees and warranty
- **Decision enabler:** ROI calculator reducing purchase uncertainty

For Individual Learning Designer

- **Credibility marker:** Instructor background and lived experience
- **Value proof:** Testimonials showing career outcomes
- **Accessibility:** Payment plans and flexible scheduling

For SME Training Provider

- **Risk reduction:** Free tier enables hands-on testing before purchase
 - **Support confidence:** Responsive, helpful support team experience
 - **Transparency:** Clear pricing, data ownership, upgrade path
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OVERALL GTM PRINCIPLES

1. **Each journey is distinct** – Don't use one message for all audiences
2. **Meet them where they are** – Use channels matching their discovery patterns
3. **Remove friction at decision point** – Make it easy to say yes
4. **Prove value before asking for commitment** – Free trials, case studies, testimonials matter
5. **Support extends beyond sale** – Success metrics and advocacy require ongoing engagement

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