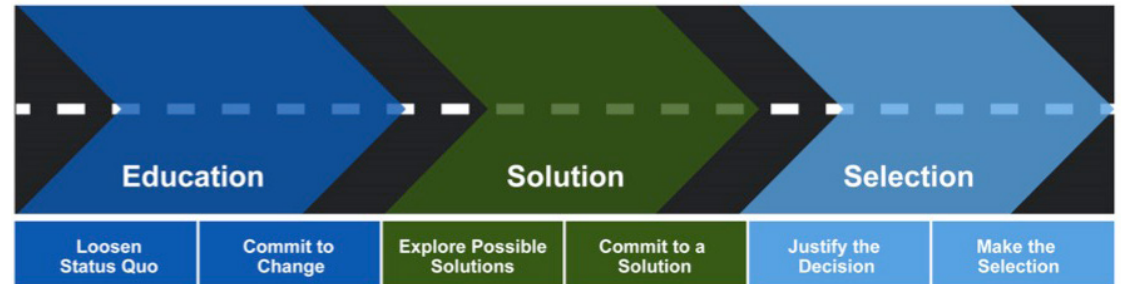


Buyer's Journey Worksheet

Source: SiriusDecisions

Instructions: For this exercise, let's map out the buyer's journey.

1. Define your persona or database segment.
2. Think through the needs that are activating their journey.
3. Identify the questions being asked by your prospect at each stage.



Prospect: _____

(Persona or specific database segment)

Organizational needs

Problem or opportunity at organization / industry level

Functional needs

Operational requirements of the department or team

Individual needs

The persona's job-based challenges / opportunities

What questions is your prospect asking at each major stage of the journey? Be as specific and concrete as possible.

Education	Solution	Selection