Our B2B process - Through the lens of your customer

BUYER STAGE	LOOSENING THE STATUS QUO	COMMITTING TO CHANGE	EXPLORING POSSIBILITIES	COMMITTING TO A SOLUTION	JUSTIFYING THE DECISION	MAKING THE SELECTION
What are they thinking?	I don't have a problem. I am happy with what I have and the suppliers I am using.	I know I have a problem and need to improve 'XYZ'. I need to know more about the problem.	I need to know how I can fix this problem. I need to find someone who understands the problem and who can help.	This is the best solution. Who is best at providing it?	I need other stakeholders to be in agreement that this change/action is needed. Help me demonstrate this is the right solution and with the right supplier.	I need to validate my selection. Show me facts, proof and examples of how others have benefited to help justify the decision.
What WE need to do	We need to show them what they haven't considered, why it is important and that doing nothing is part of the problem.	We want to install urgency to take action by showing how the problem applies to their situation. We need to illustrate how they benefit from what we produce.	We need to show them that we understand their problem and that we have a unique way of how we can solve it.	We must communicate how their business needs can be met with our solution and by working with us.	We need to demonstrate how our core feature, functionality, service and solutions solve their need.	We must provide evidence and proof of client satisfaction, value, commercial or business benefit.
Tone	Provocative, challenging, bold, impactful, direct logical, rational, understanding, stimulating		Credible, knowledgeable, helpful, approachable		Authoritative, assured, factual, experienced	
Recommended content and collateral needed	• PR, News Articles, Editorial Coverage and Reports • Advertising and Media Campaigns through industry publications • Social Media • SEO, Search Engine Marketing, Re-Targeting • Trade Show, Expo, Conference, etc. • Video • Word of Mouth Recommendation • Direct Marketing		• Website / landing pages • Social Media • Content marketing - brochures, video, infographics, etc. • Brochure - general and sector specific • Email, Direct marketing • Trade show / expo / conference / speaking engagements • Media content - specific industry publications • Podcasts, webinars, video		• Demonstrations, free trials, walk-throughs, test drives • Case studies • Testimonials • Technical brochure and data • Certifications, Industry standards, etc. • Presentations and proposal docs	
The Content should be	Short, easily digestible, visually engaging, impactful		Precise, detailed with depth			
Branding should be	Less of a priority than engagement		Clear branding			

PAIN

What is their pain/problem?
What keeps them awake at night?
Why can't they solve it themselves?

Grabber - In 3-5 seconds how do we get their attention?
What information will shock or provoke interest?

Evidence - How do we know this is their pain/problem?
Analysis, Reports, Studies, Research. etc.?

IMPACT

Why should they care?
What is the risk if they do nothing?
Promote a sense of urgency and why they need to act now.

Contrast - What is the better outcome they desire?
Demonstrate how they can solve or avoid the pain.

Proof - What evidence do we have of solving this problem or working with a similar company? Case studies, reports, testimonials, etc.

HOW DO THEY CONSUME INFORMATION?

Where do they research and find information?

What media channels do they use?

What are the best methods to reach them?