

# The Custom List



The 4 Repeat IT Buyer Journey Stages



**START WITH 100 TARGETS**

- Your buyers don't know you yet
- Your products might interest them
- Your campaigns must get their attention

**VISIT**

**1 AWARENESS**

**30**

VISITORS CONVERTED TO LEADS

**70**

SAVED FOR FUTURE REFERENCE

**LEAD**

**MARKETING QUALIFIED LEAD**

**5** LOST DURING QUALIFYING

**15** REJECTED BY SALES

MQLs CONVERTED TO SQLs

**10**

**CONSIDERATION**

**SALES QUALIFIED LEAD**

**5** LOST BY SALES REPS

VISIT-TO-PURCHASE CONVERTED

**2**

**3** LOST DURING NURTURING

**OPPORTUNITY**

**DECISION**

**CUSTOMER**

**PROMOTER**

Keep up the good work!

- Buyers have responded to your campaigns
- Product-pitch needs fine-tuning to meet buyer needs
- Nurturing campaigns must educate to earn respect

- Buyers are ready to take the call
- Place the product for a trial run
- Tutorials and value-addition campaigns to compliment the purchase



**RESTART WITH 100 REFERRALS**

**DELIGHT 4**