

DELIVERABLE NAME:

CLIENT NAME:

DATE:

JOURNEY STAGE	DESCRIPTION			
DESCRIPTION OF BUYERS' GOALS 	Describe what the buying committee is trying to do or understand			
QUESTIONS TO ANSWER 	Phrase questions that the buying team is asking themselves or seeking to research			
PERSONAS INCLUDED 	What members of the buying team are active during this stage. Ranked by level of involvement			
LEVEL OF INVOLVEMENT 	Describe level of involvement in this stage (high, medium, low)			
INFORMATION THEY SEEK 	Outline the type of information the buyer is looking for			
EXPERIENCES CONSUMED 	Include human and non- human interactions that happen directly or indirectly with the company			