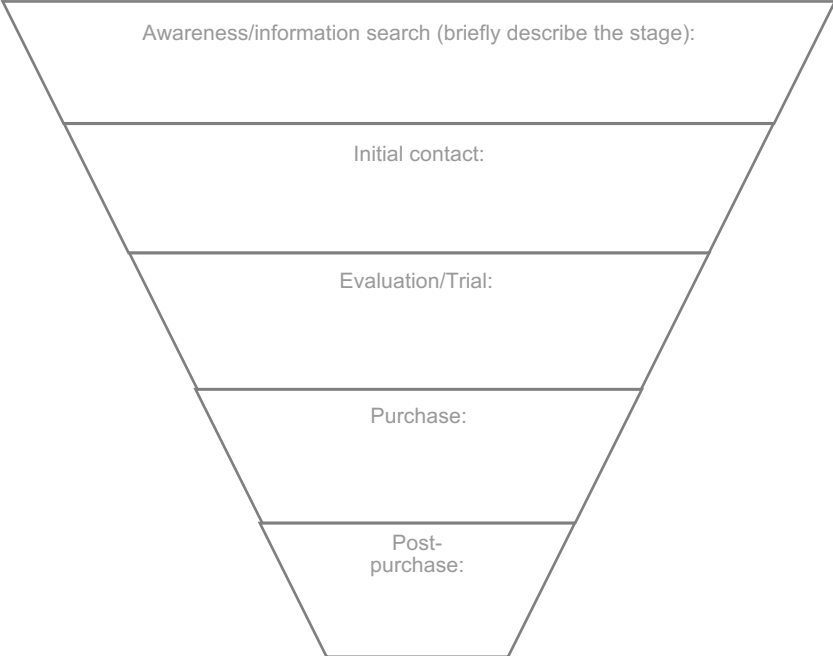


# Mapping the customer's journey

	Awareness & Info Search	Initial Contact	Evaluation/Trial	Purchase	Post-purchase*
<b>1. Customer goals</b> What is the customer <b>thinking</b> ? What is the customer considering/trying to achieve?					
<b>2. Customer actions</b> What is the customer <b>doing</b> ?					
<b>3. Emotions</b> What is the customer <b>feeling</b> ?					
<b>4. Touchpoints</b> What are the interactions with the customer by the company or partners?					
<b>5. Moments of truth</b> What are the critical interactions? Where do you lose people?					
<b>6. Success metrics</b> How will you know that you have accomplished your goals?					
<b>7. Improvements</b> What gaps do you see? What could you improve?					

# Sales Funnel



Goals/Targets	Metrics	Actuals (date)