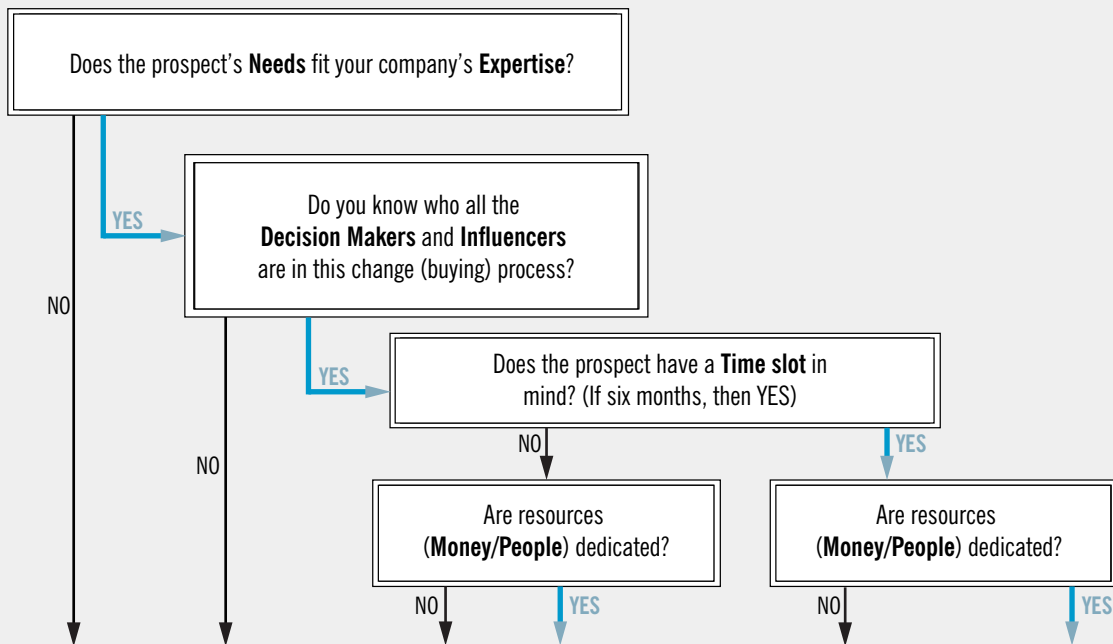


PROCESS FRAMEWORK

Prospect Placer
Qualification



State of Change
CDJ: Customer Decision Journey

	Stage 1 UNWARE	Stage 2 CONTEMPLATION	Stage 3 PREPARATION	Stage 4 ACTION	Stage 5 EXCHANGE	Stage 6 ADVOCACY
Defined	Unaware of the problem No intention of trying something new Not changing vendor, process, people	Aware that a problem exists. Contemplating a change. Admitting they need help.	Intends to take action in the near future (six months). Delving into specifics of need.	Exhibiting action (note behavioral change has not happened). Delving into specifics of solution, working with you.	The deal is done. P.O. or cash has exchanged.	The client thinks you consistently meet and surpass expectations.
Symptoms	In denial Uninformed Content Defensive Demoralized Unaware Hopeless	Talks about past. Focuses on problem. Seeking information. Reevaluating current state of change. Assessing pros and cons. Stalled is possible. Making inquires.	Have seen shift in the prospect. Talks about the future. Focus on selection. Intends to act within six months, most within 30 days. Setting goals. Developing a detailed plan.	Budget/assigned. Resources set. Active problem-solving (see change in thinking, emotion, awareness). See ownership of section.	Approved a verbal proposal, signed a written contract, and payment received. Expectations outlined. Relying on you.	Receive an unsolicited referral through a client. Repurchases exclusively from you. Only deals with you.
Sounds Like	"Don't see any problems." "Not interested." "I have help." "Happy"	"Hmmm." "I feel stuck." "Interesting."	"I'm interested." "Not quite ready yet."	"Give me a proposal." "Tell me what this would look like."	"Where do I sign?" "Here is the P.O."	"_____ is my sole provider." "I won't work with anyone else." "_____ is our 'go to.'"

Enabling Processes
Facilitates movement along CDJ

<p>A. CONSCIOUSNESS RAISING/INTERNAL ENLIGHTENMENT</p> <ul style="list-style-type: none"> • Social media • SEO/PPC digital search-SEO • Speaking-hospitality-writing/trade shows • Industry awards • Referral <p>B. INFLUENCE-SOCIAL LIBERATION/EXTERNAL FORCES</p> <ul style="list-style-type: none"> • Regulatory (environment regulation) • Workplace change (paper to digital) • Industry leadership shift • Competitive challenge to status quo 	<p>C. EMOTIONAL AROUSAL</p> <ul style="list-style-type: none"> • Digital conversion/CTA-offers • Webinar • Case writing • How-to • E-book <p>D. RATIONAL REEVALUATION/WHAT-IF ENVISIONING</p> <ul style="list-style-type: none"> • Calculators • Inspirational case study and testimonials • Needs-assessment offering (tele-WebEx or face-to-face) 	<p>E. COMMITMENT/PRIVATE AND THEN PUBLIC</p> <ul style="list-style-type: none"> • Personal reassurance tools to create safety • Reference communications • Exchange-based (paid or cash free) diagnostic offerings • Internal advocacy development • Detailed process based case study 	<p>F. HELPING RELATIONSHIPS</p> <ul style="list-style-type: none"> • Testimonials/client interviews • Influencer assistance/inside sales people and tools • Listening and input tools • Internal team/offering early access to client experience • Consultative selling tools <p>G. POSITIVE SUBSTITUTION/COUNTERING</p> <ul style="list-style-type: none"> • Change in process • Pilot projects <p>H. ENVIRONMENTAL CONTROL</p> <ul style="list-style-type: none"> • Process surrounds • Off site: neutral and fun • Working meals <p>I. REWARD FOR POSITIVE BEHAVIOR</p> <ul style="list-style-type: none"> • Verbal praise and encouragement • Celebration: lunch or dinner 	<p>ENABLING ADVOCACY</p> <ul style="list-style-type: none"> • Self image transfer/brand association and identification • Healthy results/scorecard metrics and communication of value • Attitude transfer/professional education and principle adoption 	<ul style="list-style-type: none"> • E+P=stage 6/product-service process and customer service codification • Advocacy is never guaranteed
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