

**TARGET CUSTOMER PROFILE****BUYING CENTER ANALYSIS****BUYING PERSONA ANALYSIS****A W A R E N E S S****C O N S I D E R A T I O N****P U R C H A S E****PRE-AWARE****AWARE****RESEARCH****CONSIDER****EVALUATE****REASON****DECIDE****IMPLEMENT**

Customer starts to become aware of his problem.

Customer starts to look for solutions.

Customer researches about possible solutions.

Customer starts to consider possible solutions.

Customer actively evaluates the available options.

Customer searches for facts and arguments to justify his decision.

Purchasing terms are negotiated, contracts are concluded.

Development of the customer relationship.

**LEAD GENERATION****P R E S E N T A T I O N****S A L E****CREATE AWARENESS****ACQUISITION****OFFER****CLOSE****AFTER SALES**

Sales &amp; Marketing Activities, to make customers aware of the problem and draw their attention

Activities that increase the customer's interest in your product or service

Show customers how their problems can be solved, develop solutions, present and offer solution concepts

Agreement on the buying terms

Implementation  
Delivery,  
Follow-Up, BD**ASSESSMENT OF DIGITALIZATION POTENTIAL / EVALUATION OF TECHNOLOGICAL POSSIBILITIES****DEFINITION OF TECHNOLOGY REQUIREMENTS****SELECTION OF TOOLS AND PROVIDERS**