



Mapping the B2B Customer Journey



How to Use This Flowchart

This flowchart is designed to help you map out your customer journey from the initial thought to building long-term relationships. Use the prompts in each phase to reflect on how your business currently engages clients and identify any gaps or opportunities for improvement.

Tips for Completing the Flowchart:

- **Be Specific:** When filling in each stage, think about the actual actions your clients take. The more specific you are, the clearer your journey becomes.
- **Identify Gaps:** Are there any stages where your clients are dropping off or losing interest? Use this as an opportunity to pinpoint where you can improve communication or service offerings.
- **Tailor to Your Industry:** Whether you're in construction, cleaning, or another B2B sector, customize the journey to reflect the typical decision-making process of your clients.
- **Consider Your Ideal Client:** As you complete the flowchart, keep your ideal client in mind. How do they move through these stages? What additional steps can you take to meet their needs at each point?
- **Think Ahead:** As you complete the final stage (Ongoing Use), consider how you can strengthen relationships and ensure long-term success. Regular check-ins, performance reviews, and service enhancements are key to client retention.

Next Steps: After completing this flowchart, take a moment to review your responses. Which stages need the most attention? Prioritize one or two areas where you can take immediate action to improve your client's experience.