#### Majority Media



# Mapping the B2B Customer Journey

### Awareness (Initial Thought)

**Purpose**: This is where potential clients realize they have a need or problem that your service can solve.

Prompt: "What triggers the realization that your service is needed?

## Consideration (Passive Looking)

**Purpose**: Clients begin passively researching solutions, reading reviews, case studies, and looking at testimonials.

Prompt: "How do your potential clients passively research options before reaching out to providers?"

## Evaluation (Active Looking)

**Purpose**: At this stage, clients actively compare vendors and assess their options based on pricing, reputation, and service.

Prompt: "How do clients evaluate your business against your competitors? What do they compare?"

## Decision (Deciding Moment)

**Purpose**: This is the stage where the client makes the final decision and chooses a provider.

Prompt: "What factors influence your clients' final decision? How do you stand out?"

#### **Onboarding**

**Purpose**: Onboarding is the client's first experience with your service and sets the tone for the entire relationship.

Prompt: "What does your onboarding process look like? How do you ensure a smooth start?"

## Ongoing Use (Long-Term Relationship)

Purpose: This stage focuses on long-term client retention through consistent quality, communication, and service adjustments.

Prompt: "How do you ensure continuous improvement and maintain long-term relationships with clients?"

#### **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.

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