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| **CUSTOMER JOURNEY FOR MANUFACTURING NEEDS** | | | | | |
| **Stages** | **No Awareness**  (I don’t know, so I don’t act) | **Awareness**  (I know, but don’t act) | **Warm / Requirements / Evaluation**  (I know but need/want to know more) | **Conversion**  (I know, I like, I buy) | **Exit**  (I’m happy and could act, or unhappy and will act) |
| **Prospect Objective** |  |  |  |  |  |
| **Doing** |  |  |  |  |  |
| **Thinking** |  |  |  |  |  |
| **Feeling** |  |  |  |  |  |
| **Barriers** |  |  |  |  |  |
| **Opportunities** |  |  |  |  |  |