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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** |  |  |  |  |  |