HOUSE TOUR

CUSTOMER ACQUISITION PROCESS

10-15 min

Awareness Room

- · Learn their story
- Share our story
- Help them feel the need for our offering
- Start to talk about fit
- Picture success with our offering
- Agree on a vision
- Get permission to move to the next room

Consideration Room

15-20 min

- · Discuss what they specifically need
- · Focus on fit between their needs and our offering
- What needs to happen on their side to say yes
- What does success look like
- Why it works for them
- Why it works for us
- · Vision is written down
- Get permission to move to the next room

15-20 min

Deal Room

- Who does what by when
- Terms of service
- · What are the win/wins
- Examples of other successes like them
- Includes deadline to sign deal

Foyer

1-6 min

- Build Rapport
- Clarify time for tour
- Get permission to start tour

Success Annex

- Milestones that we own so they integrate product
- Package the story for them to tell others
- They look great for making the decision







