

Marketing Hourglass

Stage 5: Buy

Company

URL

What are all of the ways in which the act of buying from you could be a remarkable experience? Remember, the goal here is to start to think of ways that you could add to the experience and exceed expectations from this point forward. Use the left column to audit and make note of your current level of activity in this stage and the right column to note ways you could add to or enhance your activity in this stage.

Stage 5: Buy

| Stage Audit | Stage Action Plan |
|-------------------------|----------------------|
| Transaction | Transaction |
| Agreements | |
| Delivery process | |
| Terms explanation | |
| Onboarding | Onboarding |
| Orientation process | |
| New customer kit | |
| Unexpected upgrade | |
| Communication | Communication |
| Agreement review | |
| Expectation's review | |
| Appreciation expression | |
| CEO call | |
| Progress updates | |
| Ongoing support | |
| Content | Content |
| Customer training | |
| Video outreach | |



*Stage Audit**Stage Action Plan***Content**

Decision affirmation (case study)

Content**Results Proof**

Reporting process

Results Proof