

# Marketing Hourglass

## Stage 4: Try

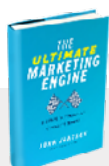
Company

URL

What are all of the ways in which a prospect could experience what it might be like to work with you or acquire your products or services? 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 4: Try

Stage Audit		Stage Action Plan	
Contacts		Contacts	
Phone			
Web forms			
Email			
In person			
Video			
Content		Content	
Free content			
Gated content			
Webinar/speaking			
Personalized content			
Recommendation			
Trials		Trials	
Evaluation			
Free sample			
Free session/consultation			
Audit/review			
Trial period			



*Stage Audit**Stage Action Plan***Trials****Trials**

Quote process	
Proposal process	
Demo	
Low-cost version	

