

How Customers Buy Your Products

© Terry Danylak

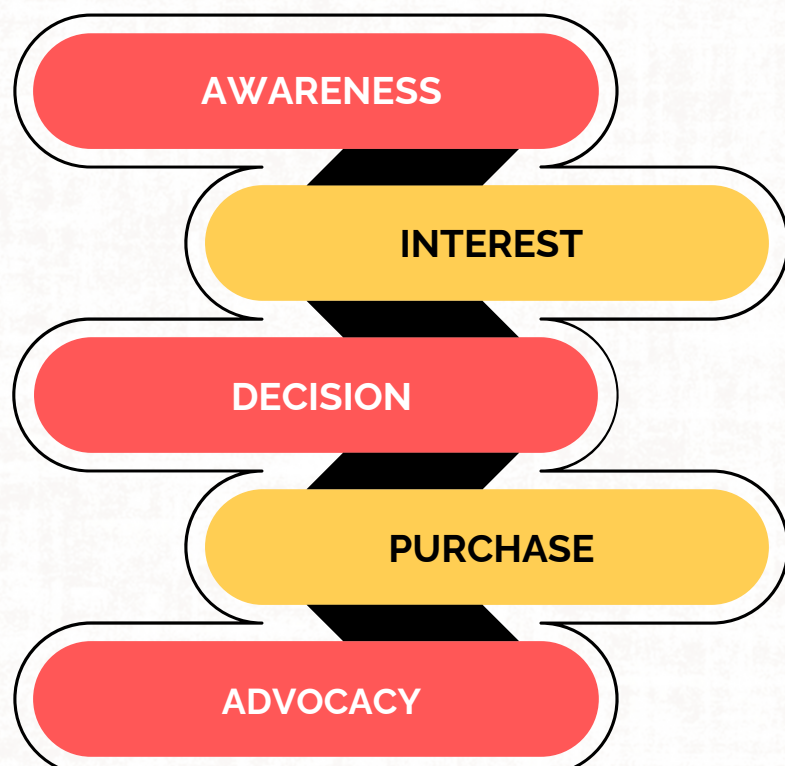


What Do Customers Want

When customers evaluate your product or service they think about these four things:

- 1 How will it help me reach my goal?**
Customers ask whether your product will help them solve their problems and make their dreams a reality.
- 2 How likely that I reach my goal with it?**
Next, they ask whether your product will actually help them reach their goals. If they don't believe it, they won't buy it.
- 3 How long will it take to reach my goal?**
Customers want results now. They ask how long it will take to start seeing results. Fast beats slow.
- 4 How much effort will I have to put in?**
Customers want to exert the least amount of effort to reach their goals. The less effort, the higher the price.

The Buying Process



The Buyer's Journey

↓ Aware

Customers are aware of the problem or desire but aren't actively looking for a solution.

Signals:

- Read articles
- Look for how-to guides
- Try various work arounds

↓ Interested

Customers recognize the need for the solution and seek additional information.

Signals:

- Read case studies and testimonials
- Look for in-depth product analysis
- Compare products

↓ Ready To Buy

Customers have gathered detailed information and are close to making the buying decision.

Signals:

- Start a trial
- Ask for a consultation
- Look for answers to any lingering questions

↓ Buying

Customers have made the decision and are ready to purchase the product

Signals:

- Fill out a purchase form
- Send a letter of intent
- Buy the product

↓ Advocating

Customers are extremely satisfied with your product and recommend it to other people.

Signals:

- Send referrals
- Leave positive reviews
- Write content and guides



Find this valuable? Follow me, **Terry Danylak**, for more.
[linkedin.com/in/terry-danylak](https://www.linkedin.com/in/terry-danylak)

