Aaron Torres, Chief Information Officer



Aaron has been working in the B2B industry for the past 8 years. He is looking for a software that would help his team automate their business processes. He is the one to make the final purchase decision after listening to a brief review from a lawyer and the tech team. He usually visits IT conferences and meetups to find out about new products on the market.

AWARE & RESEARCH CONSIDERATION **PROPOSAL** PURCHASE IMPLEMENTATION Touchpoints · Company's hosted events Marketing sends legitimate inquiries to · In-person meetings In-person meetings · In person meetings with Conference Proposal presentation Legal discussions Account manager and · Sales team calls and emails leads · Online interaction: website others if necessary meeting lead, social, content download · Qualified prospects are set up with face- Kickoff meeting Reference call Sales prospecting to-face meeting Planning meeting Process and Face to face Face to face Face to face Experience pensiveness .. acceptance annoyance Barriers Not having necessary content assets Want to implement solutions Competition Convincing team that Complex legal discussions Unsure if the company's solutions meet cloud model is a viable Missed deployment themselves Proposed cost Educating prospects on their needs Ability to fulfill solution timeline Reduction in IT team Complex legal contract business model requirements Negative experience with · Sophisticated legal language of the Lack of customer case discussions regarding SLA Lack of awareness implementation team Initial desire to purchase Current lack of customer Misaligned expectations agreement studies software case studies Proving ROI within 18 months Company's reputation Underlying technology Customer references Meet and exceed Operating as a partner, Experience Certifications Scalability customer expectations not a vendor Ease of process Security model Upcoming case studies Availability of the Providing a premier level

Make a PDF outlining the key points of the

agreement in simple words

Quality of deliverables

platform

Customer references

of service

· Private cloud business case