



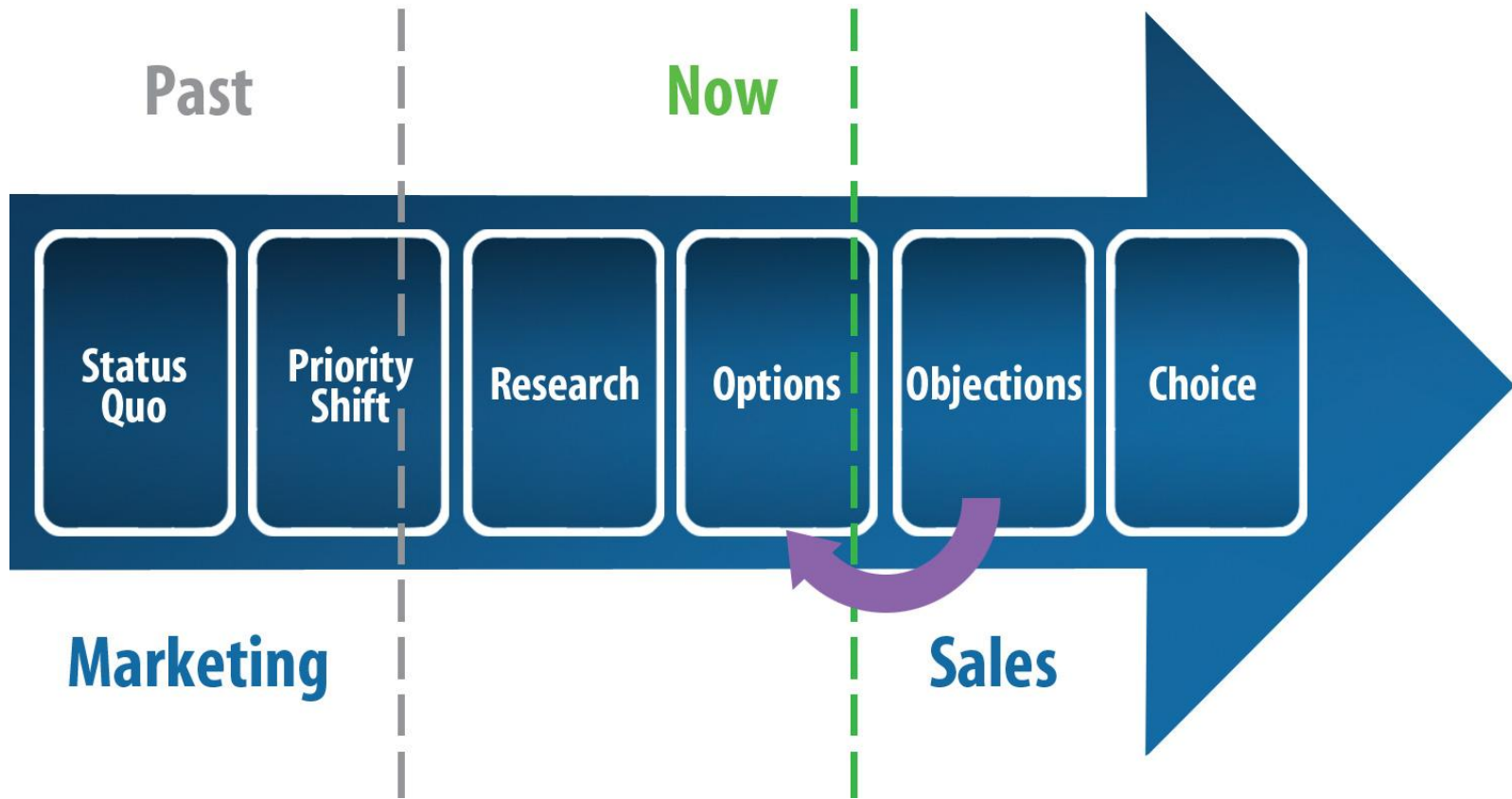
Three Critical Things

You Need to Know About Your
Prospect's Buying Process

The Buying Process Has Shifted

Marketing used to deliver prospects and sales would qualify them. Today marketing has more responsibility and sales gets involved later in the process when leads are already qualified (sales ready).

The NEW Buying Process





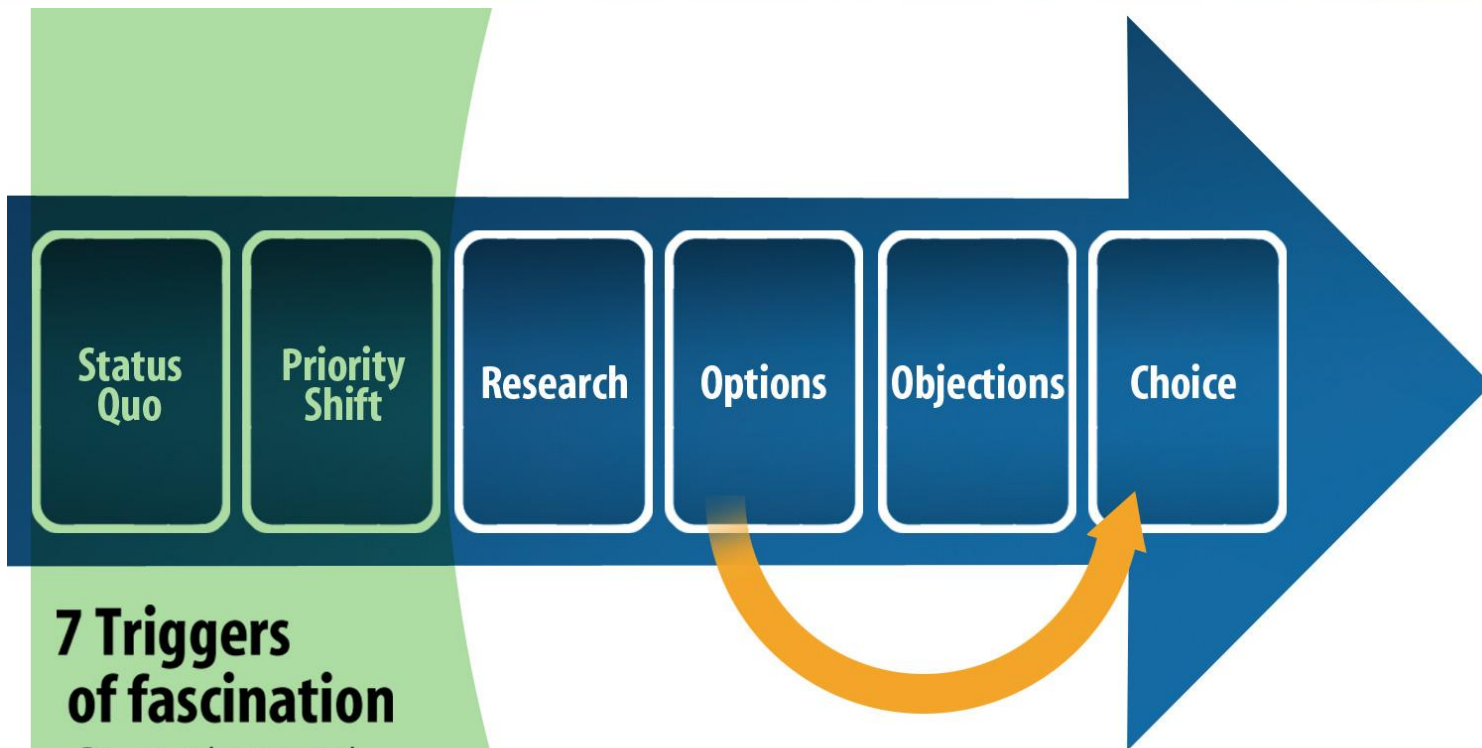
Your Prospect Has a Shorter Attention Span

10 years ago people were able to focus for up to 20 minutes. Today the average attention span is 9 seconds.



7 Triggers to Capture Interest

- Power – Take command
- Passion – Invoke emotion
- Mystique – Arouse curiosity
- Prestige – Earn respect
- Alarm – Change urgency
- Rebellion – Change the game
- Trust – Build loyalty



7 Triggers of fascination

- **Power** - take command
- **Passion** - invoke attitude/emotion
- **Mystique** - arouse curiosity
- **Prestige** - increase respect
- **Alarm** - change urgency
- **Rebellion** - change the game
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From Prospects to Customers

- Know your audience (use personas to identify the people in the buying process)
- Create content that appeals to all seven fascination triggers
- Focus your content around the customers needs not your product
- Build trust and add value through your content and interactions