



BLUMER MARKETING STRATEGY & CONSULTING
RELEVANCE & RESONANCE

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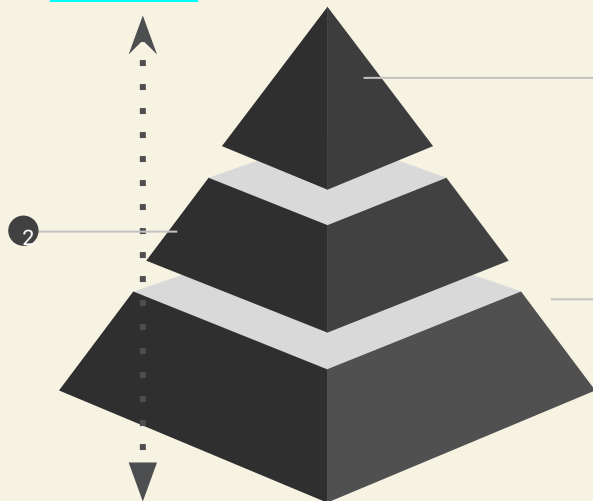
[category sale]

Could **ANY** solution meet my needs?

During the awareness phase (1), the prospect has connected the dots (through research or marketing) to identify our offering as a way to meet their needs and wants to have the value proposition of the offering presented in a way that brings him or her into active consideration.

Rational

Emotional



[product sale]

Is **YOUR** solution the best option for my needs?

3 The prospect is now moving from emotional to rational reasoning. They need to justify to themselves and perhaps their boss that this investment in our offering is worth it.

1 I have personal and professional needs

Way before a prospect decides to research a solution, they are thinking about a larger need that they would like to address somehow.

These are the pain points. We need to research and justify with data the pain points for each persona we can solve for as well or better than the competition. This phase is the most critical part of strategic planning.

BUYER-FOCUSED PURCHASE PATH