

CUSTOMER JOURNEY DISCOVERY **TEMPLATE**

To outline your customer's decision making process, you need to give them some guidance on what you're looking for and how to describe it. Use this outline to get a customer decision making conversation started and keep it on track.

<p>Describe Your Situation Before Working With Us</p> <p>(a simple "let's talk about your decision process before we started working together" followed up with detailed questions on, where they looked for information, who they talked to for advice, and the most powerful information they ran into will outline the journey)</p>	
<p>What happened after working with us?</p> <p>(Since they are describing their decision process, this question helps you understand what could have been pointed out earlier in their decision process)</p>	
<p>Knowing what you know now, what would you have done differently?</p> <p>(Everyone has things they'd like to change about the past. Knowing what your current customers would change benefits new prospects the most.)</p>	
<p>What result did you not expect from our work together?</p> <p>(Your product or service provides unexpected benefits. Let your customer list them here.)</p>	

Some of these questions can do double work as testimonials. Don't forget to ask for permission to share their flattering comments.



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