

# The Customer Buying Journey




START COURSE



**Time Estimate: 20 minutes**

In this training, you'll learn about the  Customer Buying Journey.

After completion, you'll be able to:

- Describe the seven stages of the Customer Buying Journey.
- Identify the different avenues customers use to interact with  
- Recognize skills and behaviors needed to create a successful customer 

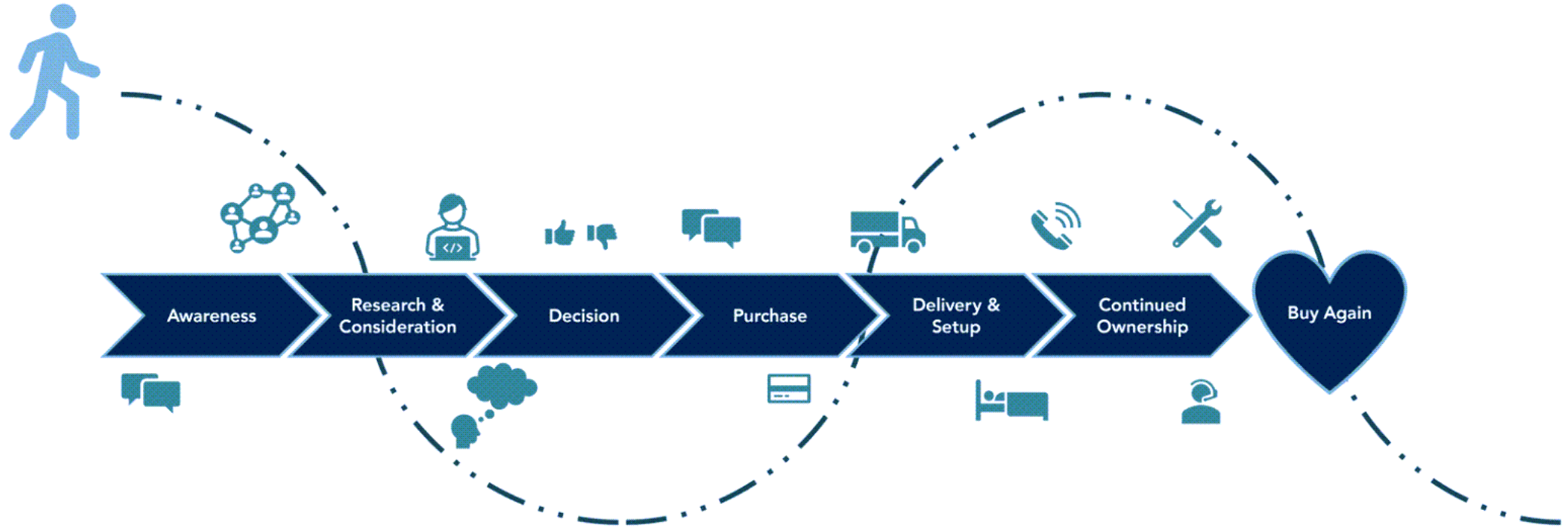
The Customer Buying Journey

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Lesson 1 of 10

# Introduction

- Introduction
- Awareness
- Research & Consideration
- Decision
- Purchase
- Delivery & Setup
- Continued Ownership
- Buy Again
- Knowledge Check
- Summary



# The Customer Buying Journey

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Introduction Awareness Research & Consideration Decision Purchase Delivery & Setup Continued Ownership Buy Again Knowledge Check Summary 

How do customers hear about   What attracts and engages them?

Customers gain awareness through social media advertisements, webpage ads, word of mouth (friend, family member, co-worker, etc.), TV commercials, billboards, and radio advertisements.



## Customer Avenues

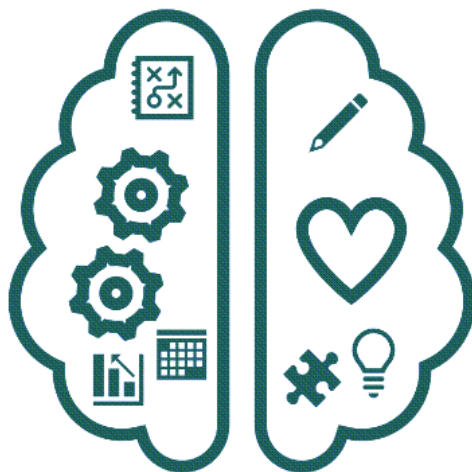
Did you notice all the **customer avenues** mentioned? Social media, word of mouth, and commercials are examples of different avenues customers may travel to become aware of  

**IMPORTANT:** The video should be viewable in the window below, but if not, view [The Customer Buying Journey - Awareness](#) video in Microsoft Stream.

# The Customer Buying Journey

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## Related Skills and Behaviors

Did you notice the **empathy** Max showed Jason and Serena?     should ask open ended questions and actively listen to customers. In the scenario, Max paid attention to them describe their restless nights. Max wasn't focused on what he was going to say next and didn't internally formulate his response before Jason and Serena were done speaking. Customers want to feel appreciated for their business and acknowledged when they have a problem. Jason and Serena could have been rubbed the wrong way if instead of slowing down and displaying empathy, Max became animated with excitement over the potential of making a sale.

[CONTINUE](#)