Buying Process Worksheet

This worksheet is designed to help you map the buying process with your selling process.

**Preparation:** Collect one of each piece of collateral you provide for buyers. Include any sales tools the channel uses. Use win/loss data, web analytics, and other research to support this activity.

1. Write down the major steps of each buyer persona’s buying process.
2. Map your selling process to their buying process.
3. Identify steps without supporting tools or collateral.

| **Step Description** | **Personas** | **Objective** | **Activities** | **Tools** | **Collateral** | **Internal Resource** |
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