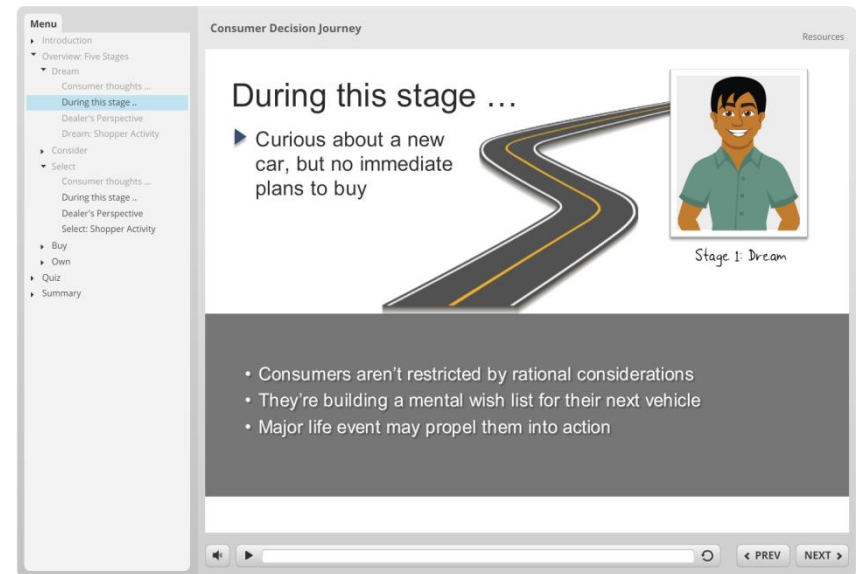
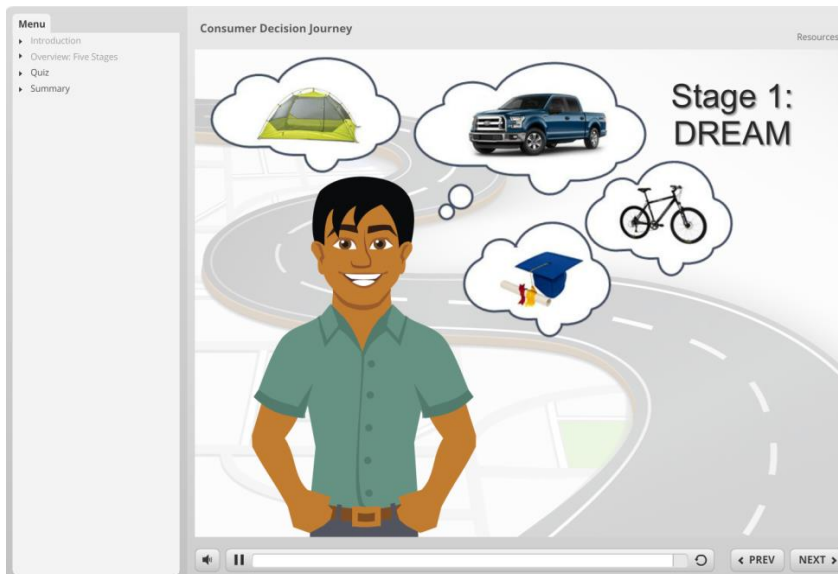
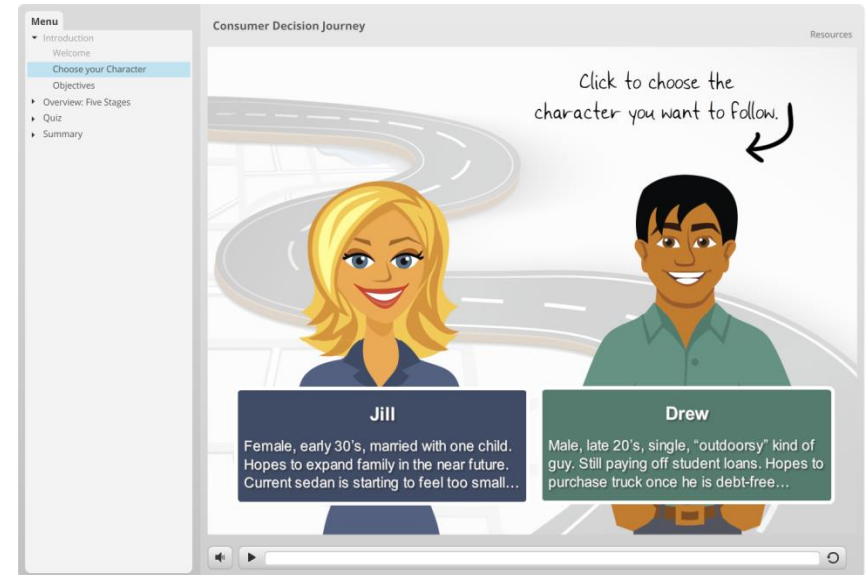
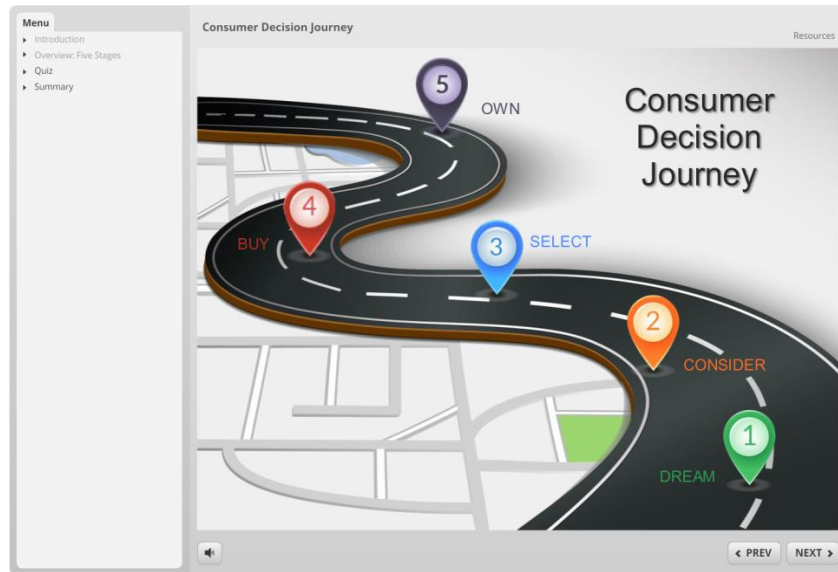


Course Name: Consumer Decision Journey

Course Purpose: Introduce Sales Consultants to the consumer purchasing lifecycle

Target Audience: Sales Consultants for digital marketing company within the automotive industry

Key Strategy: Follow the purchasing process of two fictional consumers to bring this concept to life



Menu

- Introduction
- Overview: Five Stages
 - Dream
 - Consider
 - Select
 - Buy
- Consumer thoughts ...
 - During this stage ...
 - Dealer's Perspective
 - Buy: Shopper Activity
- Own
 - Consumer thoughts ...
 - During this stage ...
 - Dealer's Perspective
 - Own: Shopper Activity
- Quiz
 - Question 1
 - Question 2
 - Question 3
 - Question 4
 - Question 5
- Summary
- Exit

Consumer Decision Journey Resources

Stage 4: BUY

PREV NEXT

Menu

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Consumer Decision Journey Resources

During this stage ...

► It's time to transact; the deal seamlessly progresses to completion

Stage 4: Buy

- Transparency at each step builds long-term trust
- Expectations around paperwork now focus on speed and ease

Satisfaction Statistics

CLICK HERE

PREV NEXT

Menu

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- Summary

Consumer Decision Journey Resources

Click and drag the five stages of the Consumer Decision Journey into the correct order.

- Dream
- Own
- Select
- Consider
- Buy

SUBMIT

Menu

- Introduction
- Overview: Five Stages
- Quiz
- Summary
- Exit

Consumer Decision Journey Resources

Congratulations

on completing

The Consumer Decision Journey

Exit

Restart

PREV