

WORKSHEET

CUSTOMER LEVELS OF AWARENESS*

Here are the 5-Stages of Customer Awareness



Here are what each stage means:

Unaware

- they are not aware of their desire or need
- they don't know who you are
- they don't know your product or service
- they don't even know products like yours exist

(you really need to know what you're doing if you focus on this stage)

Problem aware:

- prospect doesn't have a desire, but has a NEED/PROBLEM
- they know something isn't working - they have a WORRY
- don't know there's a way to fix it
- show them how you understand and "feel their pain"
- "splitting headache? Cure it in 20 minutes or less"

Solution aware:

- knows the results they want
- not aware your product/service delivers it
- they know that SOMEONE has a solution
- not sure where to look next
- at this stage they only have an outcome in mind
- show them how you can help them get that outcome

Product aware:

- don't know which product is the best choice (TOO many)
- they need reassurance
 - you will give them WHAT they need
 - they can trust what you say your product or service can do

Most aware:

- the customer has all the information needed
 - they know they want what you have
 - They feel emotionally connected and trust you.
 - they know you offer the solution that's right for them
 - just give them an opportunity to buy with a great offer
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