

Roadmap Buyer's Value Matrix

ROADMAP

PERSONA NAME	PRODUCT SERVICE	BUYER COMMITTEE ROLE	PAIN POINTS	PRODUCT/SERVICE VALUE	MESSAGE
The Loyal Business Owner	Strategy	Decision Maker	Know where they want to be but don't know how to get there	Strategic Homework, Sales and Marketing Plan	We'll help you create a plan that shows what needs to be done and how to do it. Our strategy will create measurable results.
	Brand	Decision Maker	Brand does not represent the company to the level in which they feel the company should be at, or that it needs to be so they can be competitive	Customer Research, Brand Workshop and Foundations	Be the brand you have always wanted to be.
	Marketing	Decision Maker	Not getting leads	Market Research, ICP and Persona Development, Buyer Value Matrix, Marketing Plan, Sales Plan, Execution Retainers	Your marketing must result in revenue expansion. Work with a team that focuses on driving revenue, as opposed to leads.
	Website	Decision Maker	Website is outdated, not converting and/or not being found in search engines	Website Workshop, Website Development, SEO, SEM, Digital Advertising	Your website is your reputation and revenue driver. Is it performing where it should?
	CRM	Decision Maker	Does not have a predictable Sales Funnel/Forecast, nor an easy way to manage customer communications and overall customer experience	CRM Workshop, CRM implementation, Sale Plan, Sales Playbook	Your CRM is your platform for your people and processes to create a predictable revenue forecast. Find, get, keep and grow you customers in one spot.