

5 Buyer Beliefs

by Stephen Hutson

PRODUCT _____

STAGE 0

PROBLEM : _____

WANT : _____

STAGE 1

Diagnostic

BELIEF : _____

DECISION : _____

NEXT STEPS

- _____
- _____
- _____
- _____
- _____

STAGE 2

New Direction

BELIEF : _____

DECISION : _____

NEXT STEPS

- _____
- _____
- _____
- _____
- _____

STAGE 3

Unique Solution

BELIEF : _____

DECISION : _____

NEXT STEPS

- _____
- _____
- _____
- _____
- _____

STAGE 4

Method

BELIEF : _____

DECISION : _____

NEXT STEPS

- _____
- _____
- _____
- _____
- _____

STAGE 5

Best Next Step

BELIEF : _____

DECISION : _____

NEXT STEPS

- _____
- _____
- _____
- _____
- _____