

		BUYING STAGES	AWARENESS	LEAD GEN	LEAD DEV	DISCOVERY	ASSIST	PROPOSE	EXECUTE/START
GTM READINESS			<i>Prospect realizes they have a problem that they need to solve</i>	<i>Prospect does research, and starts to identify the impact of the problem and potential solutions</i>	<i>Prospect wants to talk to experts in the area, and starts to identify possible solutions</i>	<i>Prospect researches how a solution would be applied, to determine if the desired impact can be achieved</i>	<i>Prospect wants to "see it work" as advertised</i>	<i>Prospect wants to know what its going to take - including cost, as well as how many hours are needed, implementation time, etc.</i>	<i>Customer signs the contract and starts the onboarding process</i>
	LEVEL 0	IN PERSON Driving the customer experience largely or entirely through in-person communications	Tools Standard marketing automation campaigns and newsletters	Event facilitation tools, lead capture tools at event booths	In-person meetings	Steak Dinners	In-person whiteboarding sessions	Customer onsite stakeholder meeting	Closing meeting to get wet signature Handshake & celebration dinner
		Enablement	Content distributed to field teams via email	Events, meetups, C level roundtables, executive dinners, in-person workshops Badges at events Event brochures	Printed brochures and other leave-behind materials	Executive Briefing Centers Company tours	Onsite PoC	Hard copy of proposals and presentation decks	Onsite customer kickoff & training Central training centers and events
LEVEL 1	BASIC Starting to use some online tools to complement the in-person experience	Tools	Marketing automation campaigns and newsletters, customized by segment	Spreadsheets to track and manage target accounts Basic lead capture forms on website	Standard emails sent to each lead	Online research Phone call for discovery meeting	Online standard demo via screenshare	Digital proposal, electronic signature Tool stack integrations in place (CRM, calendar, video conference)	Word document manually sent via Docusign
		Enablement	Content distributed to field teams via cloud (Google Cloud, SharePoint)	Digital content, including case studies and white papers	Digital content including case studies, pre-recorded online demos	Digital content, including case studies and white papers	Gather requirements via conference call	PDF of proposals and presentation decks	Online kickoff Training sessions via conference call
LEVEL 2	ADVANCED Using a sophisticated sales tool stack and supporting materials to drive the majority of the customer conversation via digital channels	Tools	Marketing automation campaigns Basic online chat on website for most common questions (Drift)	Account based tools (Engagio)	Sales engagement platform for core email sequences (Outreach, Salesloft)	Online research Video conferencing for discovery meeting	Online custom interactive demo via screenshare	Digital proposal, electronic signature Tool stack integrations in place RFP management software (Loopio)	Digital proposal, electronic signature RFP management software (Loopio)
		Enablement	Content distributed to each role via CMS	YouTube channel and playlists Online community	Digital content including case studies, pre-recorded online demos YouTube channel and playlists Online community	YouTube channel and playlists Online community	Digital questionnaire to define top requirements	Digital collaboration between seller and prospect on proposal and onboarding plan Online deal desk to help facilitate the process	Online kickoff Pre-recorded training sessions
LEVEL 3	TRUE ONLINE SELLING Company is digital native: all customer interactions are facilitated entirely online, with highly sophisticated and integrated online tools and systems	Tools	Online tools are able to handle and route all live conversations that originate on the website (Drift, Conversica)	Account based tools (Engagio)	Sales engagement platform, organized for all communication scenarios using sequences, templates, and snippets (Outreach, Salesloft)	Online research Video conferencing for discovery meeting	Online whiteboarding using Mural.co with Surfacehub	Digital proposal, electronic signature Tool stack integrations in place RFP management software (Loopio) Full digital document workflow (Conga)	Digital proposal, electronic signature RFP management software (Loopio) Full digital document workflow (Conga)
		Enablement	Content distributed to each role via CMS Sophisticated routing to get leads to the right rep in real time	YouTube channel and playlists Online community Books mailed to key prospects	Digital content incl. case studies, online demos Custom YouTube playlists Books & high-value content mailed to strategic target accounts Online community	Custom YouTube playlists targeted to each segment or vertical	Digital questionnaire to define top requirements	Digital collaboration between seller and prospect on proposal and onboarding plan Online deal desk to help facilitate the process	Online kickoff Full online digital academy for onboarding and training new customers