Phases	**Research**	**Website Visit**	**Download Content**	**First Contact**	**Booked Appointment**	**Contract**	**Follow up**	**Close**	**Welcome email**	**Follow up survey**	**Ask for review**
Customer activities	Customer searches online to understand what solutions are available for themselves or a loved one. They read articles to be as knowledgeable as possible.	Customer goes to webpage to be informed about the specific services and value that Company offers. They also want to see if the website answers the questions they have. Also, there may be some information they hadn't considered.	Customer finds the site informative and downloads content to keep as a reference point as they do research.	Customer contacts Company to gain more specific information about the process and cost.	Customer welcomes Sales Rep into their home to discuss the specific wants and needs they have. They want to hear if they have any advice for them and fully understand how the process will work for their unique situation.	Customer signs				Customer fills out survey	Customer leaves an online review
Vendor activities				Collect client information. Understand needs and wants. Answers questions(pricing, timing,contents, move,house sale. Who needs to be in the conversation Books onsite meeting.	Visit the home, Build rapport, Fully understand their goals, concerns and questions. Deliver the information they are asking for. Present process and value of company. Review contract	Review details of contract and solicit commitment.	Follow up if contract isn't yet signed	Sign agreement. Give customer a copy	Welcome email gets sent to introduce client to team.	Follow up with client to survey their experience.	Ask for a Google review if response is positive.
Common questions	Who? How? Things to consider?	Services? Cost? Timing? Experience? Things to consider? Areas of service?	Advice? Best practice? Gordons process? What does a good outcome look like? Market Experience?	Services? Cost? Timing? Experience? Things to consider? When can you come see me? Stuff? Moving? Selling? Area of service? What if I have an agent?	Services? Cost? Timing? Experience? Things to consider? Stuff? Moving? Selling? House sale? Who will manage parents? Where am I going? Who are the people involved?	Explain the details of the contract. Explain the term.				I've been asked by several people.	I've been asked by several people. Can't find the Google review page.
Answer method	Google, Blogs, youtube	Website Content	Ebook	Phone	In person	In Person				Phone, email	Phone, email
Overall Experience											
Customer expectations											