SELLING PROCESS ↑

STAGE 5
Engagement
- How and when to kick off project?
- Who is my main contact?
- Do I understand the implementation process?

PREFERENCE

STAGE 4
Vendor Selection
- Do references satisfy my concerns?
- How are security concerns addressed?
- Do I have final IT approval?
- What is the contract process?
- Is signer available to sign by close date**?**

STAGE 3
Vendor Evaluation
- Which technology will solve our problem?
- I need a vendor short list and references that look like me
- What is the exact cost?
- Can I commit to IT resources?
- How do I procure the technology?

CONSIDERATION

STAGE 2
Needs Definition & Validation
- Exploring technology options (build vs. buy)
- How do I make this a viable project internally?
- How will I determine ROI?
- How do I get business & IT aligned?
- How does this fit with current tech stack?

STAGE 1
Problem Recognition
- Problem is worth solving
- How can it be solved (process vs technology)?
- Who does this impact within my organization?
- Can I take this on right now and are there resources**?**

Stage SQL-0
Awareness
- Event occurs: Problem surfaces or suspected
- What are consequences of my problem?
- Is it worth solving, and can it be solved?
- What are my options?

AWARENESS

Stage 0
Untroubled/ Not in Market
- What are the market trends?
- What are my peers & competitors doing?
- How do I meet customer needs?
- I don't have a problem

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