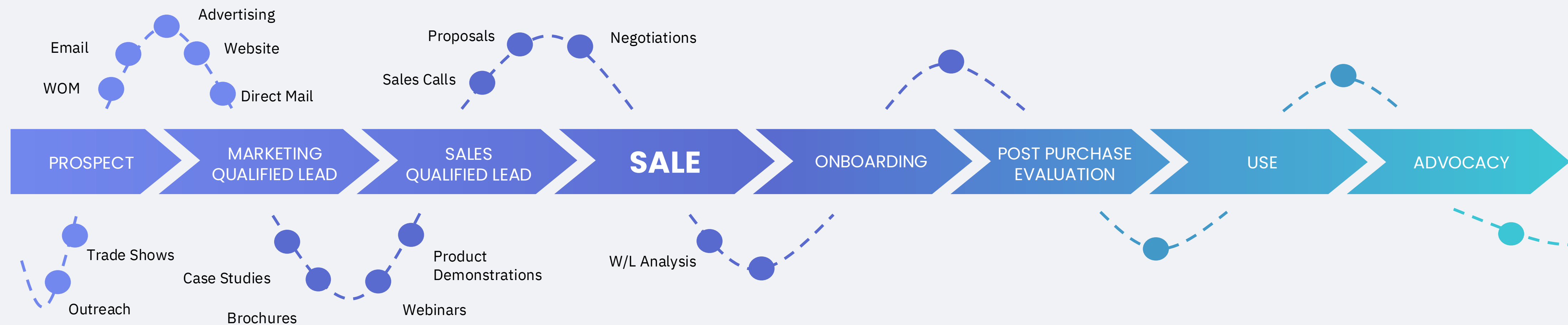




Client Lifecycle Orchestration



 COMPANY perspective	<ul style="list-style-type: none">• Marketing• Lead generation• Initial contact• Needs assessment• LinkedIn	<ul style="list-style-type: none">• Lead scoring• Nurturing campaigns• Providing resources• Assessing interest• Remarketing	<ul style="list-style-type: none">• Needs evaluation• Discovery calls• Customized proposals• Addressing objections• Negotiations	<ul style="list-style-type: none">• Negotiating• Closing• Contract signing• Payment terms• Handover	<ul style="list-style-type: none">• Orientation• Walkthrough• Training and education• Integration assistance	<ul style="list-style-type: none">• Review/evaluation• Seeking feedback• Addressing concerns• Building loyalty	<ul style="list-style-type: none">• Implementation support• Training/onboarding• Ongoing assistance• Monitoring usage	<ul style="list-style-type: none">• Encouraging advocacy• Testimonials/reviews• Referrals• Building relationships
 CUSTOMER perspective	<ul style="list-style-type: none">• Curious• Exploring options• Gathering info• Assessing needs• Seeking solutions	<ul style="list-style-type: none">• Showing interest• Evaluating suitability• Consideration• Comparing alternatives	<ul style="list-style-type: none">• Seeking more details• Confirming compatibility• Deciding on features	<ul style="list-style-type: none">• Deciding• Feeling satisfied• Completing the purchase• Relief or excitement	<ul style="list-style-type: none">• Getting started• Setting up• Overcoming challenges• Initial engagement	<ul style="list-style-type: none">• Assessing satisfaction• Reflecting on value• Gathering feedback• Exploring improvements	<ul style="list-style-type: none">• Incorporating into routine• Enjoying the benefits• Solving problems	<ul style="list-style-type: none">• Spreading the word• Positive Reviews• Loyalty and support• Sharing success stories