They are unaware of your company and/or **UNAWARE** their need for your products/services. They have recognized your company and **NOTICE** perhaps their need for your products/services. CONNECT They connect with your company through content or a face-to-face meeting. You begin to qualify them as a client and sell them on your services. They decide your company is the right fit for them and become a client. **PARTNER** You nurture them as a client and unearth **GROW** additional needs for products/services. You have impressed them to the point that **ADVOCATE** they share their experiences with others.



























