

PROCESS + PRODUCT MAPPING

WORKSHEET

*Helping businesses unlock + amplify
value in a digitally enabled world.*



Process + product mapping worksheet

Digital enables us to magnify the efforts of our sales and marketing function. To move beyond face to face to leverage our digital community. To do this, we must follow the four principals to enable digital to magnify the value in our roles, our teams and our businesses.

THE FOUR PRINCIPALS

CLARITY

Pause before you do anything Digital until you know why you are doing it and for what reason.

FOCUS

Ensure you understand exactly who the person is you are speaking to as that will give your sales and marketing focus.

SIMPLICITY

Do the work to distill and simplify before releasing onto the market. Complexity makes your customer take a step back from purchasing a product or service.

FREQUENCY

Think in patterns and frequency. Say the same thing in many different ways, again and again, and again. This frequency builds your story book of value.

Process + product mapping worksheet

The following **Process & Product Mapping Worksheet** can be printed off and reviewed with your team to start you towards customer - centricity driving greater connection and value. To do the exercise, you will need a set of post-it notes (three colours), markers and a few sharpies.

YOUR PRODUCTS + THE VALUE STEPS MODEL

PRODUCT	PRICE	STEPS	DIGITIZE
1.			YES / NO
2.			YES / NO
3.			YES / NO
4.			YES / NO
5.			YES / NO
6.			YES / NO
7.			YES / NO
8.			YES / NO
9.			YES / NO

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YOUR CUSTOMER JOURNEY MAP (PROCESS MAP)

NICHE PERSONA

THEM (NEED)

YOU (PRODUCT)

"I HAVE A PROBLEM"

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

"I HAVE A SOLUTION"

THE KEY:
POST-IT NOTE COLOURS

CUSTOMER

YOU (INFORMATION)

TECHNOLOGY

Process + product mapping worksheet

CUSTOMER JOURNEY IMPROVEMENTS

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-
-
-
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JOIN THE **UNLOCK + AMPLIFY** PROGRAM

FOR LEADERS WHO ARE SEEKING TO UNDERSTAND, UNLOCK + AMPLIFY THE VALUE WITHIN THEIR BUSINESS TO CONNECT WITH A MARKET IN A MORE MEANINGFUL WAY.

VISIT WWW.YOURDIGITAL.COACH TO APPLY