

# CONSUMPTION TREE



The sales cycle can take time, depending on your buyer's journey. That being said, we always have to remember the buyer funnel, which is the consumption tree process.

1. Awareness: Are they just looking for what you have to offer? 2. Consumption: They might be comparing features, benefits, or pricing. 3. Decision: They are ready to nail down their purchase.

 @TYTANIUMIDEAS



**ATTENTION!**  
**HOT NEWS!**

