

PRODUCT/SERVICE

| MARKET SEGMENT | CUSTOMER STAGE | SALE CYCLE | SALES FREQUENCY | TRANSACTION AMOUNT |
|----------------|---|------------|-----------------|--------------------|
| | <input type="radio"/> Awareness <input type="radio"/> Interest <input type="radio"/> Consideration <input type="radio"/> Purchase <input type="radio"/> Retention <input type="radio"/> Advocacy | | | |
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CUSTOMER SEGMENTIZER