



CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL



HSx MODULE: ENTREPRENEURSHIP (STEP 13 – MAP THE PROCESS TO ACQUIRE A PAYING CUSTOMER)



APRIL 2017

WHAT IS MAPPING THE PROCESS TO ACQUIRE A PAYING CUSTOMER?

- “Determining the Process to Acquire a Paying Customer defines how the Decision Making Unit (DMU) decides to buy the product, and identifies other obstacles that may hinder your ability to sell your product. From elongated sales cycles to unforeseen regulations and hidden obstacles, selling a product can sometimes be far more difficult than meeting the Persona’s needs. This step makes sure you have identified all the potential pitfalls in the process.”

Aulet, B. (2013). *Disciplined Entrepreneurship*. Hoboken, New Jersey, United States of America: John Wiley & Sons, Inc.

HOW DO YOU MAP THE PROCESS TO ACQUIRE A PAYING CUSTOMER?

- Obtain the following information;
 - How do customers determine they have a need?
 - How does the customer find out about your product?
 - How does the customer analyze your product?
 - How does the customer acquire your product?
 - How does the customer install your product?
 - How does the customer pay for your product?

- For each of these questions the following must be considered;
 - Who are the key players from the DMU that are involved?
 - What is their influence on the process?
 - What is the budget authority and type?
 - How long will each step take?
 - What are the inputs and outputs of the step?

REFERENCES

- Module 3 – Part 0 – Entrepreneurship 103 – Intro to Customer Acquisition Process
 - <https://www.youtube.com/watch?v=2NOXMXQ44us>
- Module 3 – Part 1 – Entrepreneurship 103 – Windows of Opportunity
 - <https://www.youtube.com/watch?v=9wapWBCSZfE>
- Module 3 – Part 2 – Entrepreneurship 103 – Triggers
 - https://www.youtube.com/watch?v=c3LK4_4xpf8&t=53s
- Module 3 – Part 3 – Entrepreneurship 103 – Lead Generation
 - <https://www.youtube.com/watch?v=xxTFNq7N29s>
- Module 3 – Part 4 – Entrepreneurship 103 – Access to Influencers
 - <https://www.youtube.com/watch?v=ej9dTNvOBKY>
- Module 3 – Part 5 – Entrepreneurship 103 – Pre-Purchase Planning
 - <https://www.youtube.com/watch?v=FrChgFtKHmc&t=12s>
- Module 3 – Part 6 – Ent 103 – Purchasing, Installation, Getting Paid, Re-Purchasing, Word of Mouth
 - <https://www.youtube.com/watch?v=NGqqI-rwg1o>
- Module 3 – Part 7 – Entrepreneurship 103 – Yan Liu's Updates on Tvision
 - <https://www.youtube.com/watch?v=0AwK4PIhM9Y>
- “TVision” Example of Customer Acquisition
 - https://www.youtube.com/watch?v=0tnMDIMOB_Y
- “TVision” Example of Lead Generation and Access to Influencers
 - <https://www.youtube.com/watch?v=9tmEPpAv3O8>
- “TVision” Example of Pre Purchase Planning
 - <https://www.youtube.com/watch?v=nQNSztb-KI4>
- “TVision” Example of Purchase Process
 - https://www.youtube.com/watch?v=GR8_ZniGgnU
- “TVision” Example of Installation Process
 - <https://www.youtube.com/watch?v=HnXJitqFek4>
- “TVision” Summary of Process Break Down
 - <https://www.youtube.com/watch?v=uYMa1atNJmU>
- “TVision How to Identify Your Customer Acquisition Process”
 - <https://www.youtube.com/watch?v=64e1D5qkZu4>
- “TVision” Development of Customer Acquisition Process
 - <https://www.youtube.com/watch?v=5Tuxl2oCeum>
- “TVision” Building Personal Relationship With Your Customer
 - <https://www.youtube.com/watch?v=R0VMSE45mzY>
- “TVision” Pitfalls in the Customer Acquisition Process
 - <https://www.youtube.com/watch?v=Znk7c7b6WYg>
- “TVision” Final Thoughts of the Customer Acquisition Process
 - <https://www.youtube.com/watch?v=BoIHLnmHWmg>

Entrepreneurial Process – Map the Process to Acquire a Paying Customer

Date of information: June 2017

Overview: “Determining the Process to Acquire a Paying Customer defines how the DMU decides to buy the product, and identifies other obstacles that may hinder your ability to sell your product. From elongated sales cycles to unforeseen regulations and hidden obstacles, selling a product can sometimes be far more difficult than meeting the Persona’s needs. This step makes sure you have identified all the potential pitfalls in the process.”¹

Recent Publications, Videos and Journal Articles:

- Module 2 – Part 0 – Entrepreneurship 103 – Introduction to Decision-Making Unit
 - <https://www.youtube.com/watch?v=PaNIjuvXS8M>
- Module 3 – Part 0 – Entrepreneurship 103 – Intro to Customer Acquisition Process
 - <https://www.youtube.com/watch?v=2NOXMXQ44us>
- Module 3 – Part 1 – Entrepreneurship 103 – Windows of Opportunity
 - <https://www.youtube.com/watch?v=9wapWBCSZfE>
- Module 3 – Part 2 – Entrepreneurship 103 – Triggers
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 - <https://www.youtube.com/watch?v=xxTFNq7N29s>
- Module 3 – Part 4 – Entrepreneurship 103 – Access to Influencers
 - <https://www.youtube.com/watch?v=ej9dTNvOBKY>
- Module 3 – Part 5 – Entrepreneurship 103 – Pre-Purchase Planning
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- Module 3 – Part 6 – Ent 103 – Purchasing, Installation, Getting Paid, Re-Purchasing, Word of Mouth
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- “TVision” Summary of Process Break Down

¹ Aulet, B. (2013). *Disciplined Entrepreneurship*. Hoboken, New Jersey, United States of America: John Wiley & Sons, Inc.



- <https://www.youtube.com/watch?v=uYMa1atNJmU>
- “TVision How to Identify Your Customer Acquisition Process”
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- “TVision” Final Thoughts of the Customer Acquisition Process
 - <https://www.youtube.com/watch?v=BoIHLnmHWmg>

Other Resources:

The Lean LaunchPad: Stanford Engineering 245. 2 Minutes to See Why:
<https://www.youtube.com/watch?v=m733s5PNpWc&feature=youtu.be>

<http://www.SteveBlank.com> – Video collection from the founder of Lean Launch

<http://www.Startupstash.com> – This is a website with hundreds of resources covering topics most entrepreneurs find difficult especially when getting started.