

# E-Commerce Sales Funnel & Customer Psychology

	Stage 1: Awareness	Stage 2: Interest	Stage 3: Consideration	Stage 4: Action	Stage 5: Customer
Psychology	Discovery Mode	Realization Of Problem & Needs	Know, Like, & Trust	Convincing & Persuasion	Retention & Loyalty
Strategy	Get Attention (Owned, Paid, or Earned Traffic)	Attract, Engage, & Capture Leads	Build Connection & Relationship	Optimize Website & Convert	Nurture Relationship
Accelerators	Knowing cost of not solving the problem	Knowing solutions are available	Understanding benefits and what solutions are needed	Trust Signals, Credibility, Capability	Exceeding Expectations
Friction Points	Not recognizing or aware of problem	Perceived risk, cost, and status quo	Not knowing your solution or poor fit	No trust built or perceived ROI	Mediocre experience or missed their expectations