

- Activity

A customer (a small business owner) is having problems with their IT systems. Servers are regularly crashing, databases are failing and the customer service team is having trouble accessing customer accounts.

The manager has decided to find some external IT support to help streamline operations and manage their IT infrastructure. Describe what would happen in each of the four stages in the buyer decision-making process;

- Step 1 Problem Recognition.
- Step 2 Information Search.
- Step 3 Evaluation.
- Step 4 Decision.