

# Our 30 seconds commercial:

**15 years ago, when I was a Marketing Manager,  
I was wondering why 9 out of 10 of the new initiatives are a fail.**

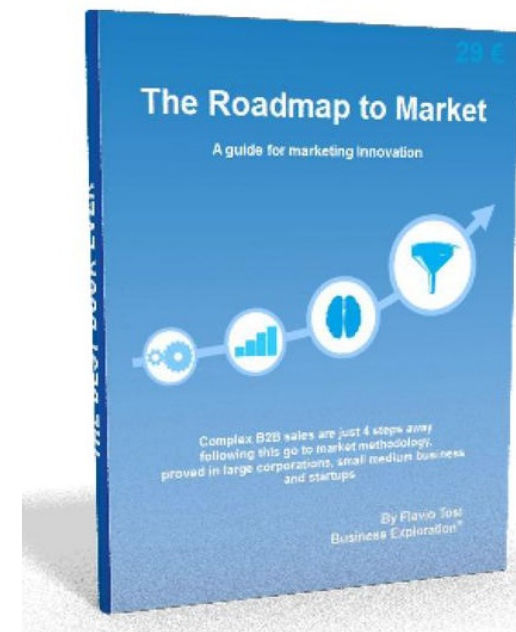
We had tollgates, reviews, customer interviews...  
and some of the best people working on it.  
But this was not enough.

**We missed one key element:**

A map connecting the dots of the sales funnel.

I spent the last 15 years chasing those dots,  
for Corporations, SMBs and Startups  
serving the Aerospace, Energy and Oil&Gas industries.

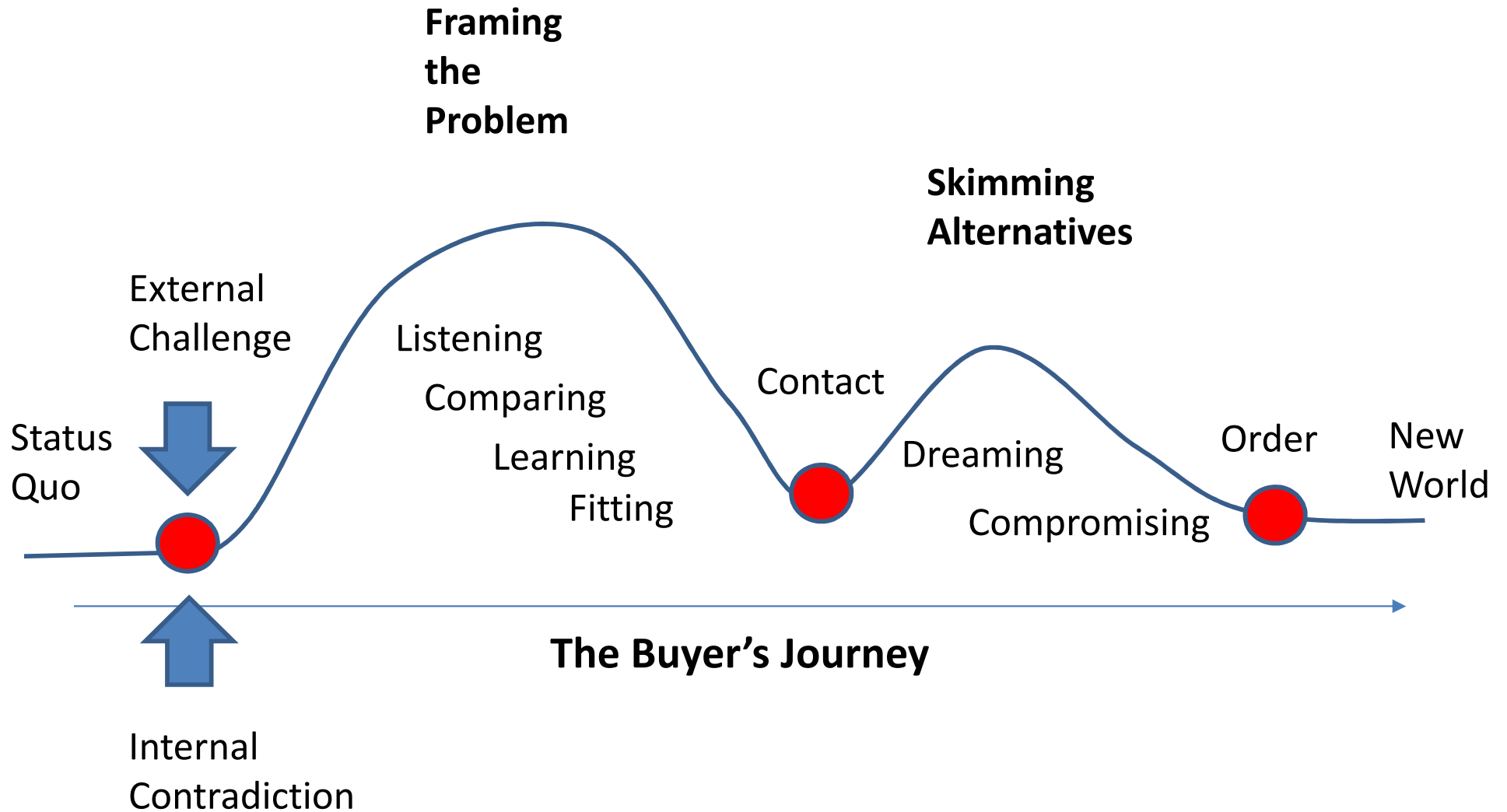
**Now you can get the map collecting 150+ of them,  
for just 29€  
satisfied of reimbursed – no question asked  
(and you keep them)**



Buy

# How to build Trust into the Buyer's Journey

Ask what are their "hiring" criteria for their job-to-be-done



© 2019 Business Exploration

If you liked this template...

Please consider to make a (small) donation to the:

## Young Dreamers Fund

That I use to sponsor Students Associations events like:

- Euroavia – The European Association of Aerospace Students
- Skywarder – the Rocketry Association of Politecnico di Milano
- SpaceUp – The Aerospace Students of Pisa University



SKYWARD EXPERIMENTAL ROCKETRY



This is my way to “give back” to them.

And browsing online you can find the Business Exploration logo in several of their events...

