**Practitioner Sessions- Summary**

The practitioner had a huge experience in the Services Sector in the IT Industry.

He taught us numerous topics including-

1. B2B Services
2. Stages Of The Customer Journey
3. P2P

**4 Stages Of Customer Journey-**

1. **Inquiry-** Here the prospect or the potential customer searches about the service or the product either directly by visiting the product site or store or indirectly via word of mouth or on social media.
2. **Comparison-** Here in this step the customer compares a particular service or the product with the other services or products that are available and see whether that particular product matches customer’s needs or not.
3. **Purchase-** Here the potential customer becomes the actual customer and asks the service department to begin with the Installation Process.
4. **Installation-** This stage is also known as the 2nd part of the Purchase Stage in which the service or the product needs to be physically present. Here in this step, customer relationship and retaining a long term bond is also considered.

**P2P- Procure To Pay**

P2P basically deals with the steps that are involved in purchasing and paying for raw materials required for the manufacture or providing the services.  
Every service provider has to consider all the steps if they have to manage their funda and make profit.