

Customer Journey: Current Seller	Awareness Stage	Consideration Stage <i>*Biggest Risk</i>	Decision Stage
<i>What is the Current Seller thinking or feeling?</i>	<p>“I currently sell on Old Marketplace, but it’s going away.”</p> <ul style="list-style-type: none"> Currently content with Old Marketplace Inertia – resistance to change Confusion as to why AllSurplus exists Resentment at forced switch 	<p>“Should I stay with Liquidity Services/AllSurplus for surplus sales, or switch to Competitor?”</p> <ul style="list-style-type: none"> Uncertain as to “best” choice Out of control due to forced switch Reluctant to overhaul current process Seeking reassurance 	<p>“I’m glad AllSurplus exists because it’s better for me.”</p> <ul style="list-style-type: none"> Eager to get started Content with outcome Pleased at upgrades Curious about results Worried picked wrong marketplace (buyers’ remorse)
<i>What is the Current Seller’s action?</i>	<ul style="list-style-type: none"> Ask others what they know about the impending switch Research the new site to compare/contrast to old. Distraacted by other responsibilities, so they’ll research the new option when it’s time to sell more surplus. 	<ul style="list-style-type: none"> Truly re-evaluate surplus asset sales options and priorities (highest return? Transaction speed? Cost elimination? Hands-free process? Transaction control? Reporting & auditing? Sustainability?) Compare AllSurplus against other asset disposal options (direct/local buyers, live auctions, scrapping/tossing/donating) 	<ul style="list-style-type: none"> Compare AllSurplus results with previous Old Market experience
<i>What or where is the Current Seller researching?</i>	<ul style="list-style-type: none"> Old Marketplace website AllSurplus website Peer groups (internal & external) Industry publications & events 	<ul style="list-style-type: none"> Online search Rival market collateral Peer groups (internal & external) Industry publications & events Influencers Media/news on marketplaces 	<ul style="list-style-type: none"> AllSurplus communications Media/news on marketplaces
<i>How will we move the Current Seller along his or her journey with us in mind?</i>	<ul style="list-style-type: none"> Seller-specific landing pages to articulate switch and benefits Proactive & “personal” contact owner communication before forced switch/hard launch FAQ page for sellers on website & with AMs to answer questions Reinforce keeping of old features and accounts 	<ul style="list-style-type: none"> Reinforce old features/ease of use Demonstrate continued superiority of Liquidity Services over rivals (“there’s a reason you picked us over them to begin with”) Cold email campaigns with AllSurplus benefits & features Influencer sponsored content Social media campaigns highlighting AllSurplus benefits & features 	<ul style="list-style-type: none"> Easy, clear onboarding Constant flow of new case studies and results to reinforce “correct choice” Internal & external content for sellers to make the most of the AllSurplus platform (“Best ways to list items, best ways to title items, best ways to take pics of items,” Seller FAQs, etc.) Emails with AllSurplus-relevant news and market trends Customer service experience with errors etc.

Customer Journey: Current Buyer	Awareness Stage	Consideration Stage <i>*Biggest Risk</i>	Decision Stage
<i>What is the Current Buyer thinking or feeling?</i>	<p>“I currently Old Marketplace to buy used assets, but it’s going away.”</p> <ul style="list-style-type: none"> • Currently content with Old Marketplace • Confusion as to why AllSurplus exists • Worry loss of features/auctions 	<p>“Should I keep buying with Liquidity Services/AllSurplus, or switch to Competitor?”</p> <ul style="list-style-type: none"> • Uncertain as to “best” choice • Out of control due to forced switch • Reluctant to overhaul current process/habits • Seeking reassurance 	<p>“I’m glad AllSurplus exists because it’s better for me.”</p> <ul style="list-style-type: none"> • Eager to get started • Content with outcome • Pleased at upgrades • FOMO of “better” asset on another marketplace • Seeking reassurance
<i>What is the Current Buyer’s action?</i>	<ul style="list-style-type: none"> • Ask others what they know about the impending switch • Research the new site to compare/contrast to old. • Distracted by other responsibilities, so they’ll research the new option when it’s time to buy more surplus. 	<ul style="list-style-type: none"> • Truly re-evaluate used asset purchase options and priorities highest savings? Transaction speed? Hands-free process? Sustainability? Purchase accountability) • Compare AllSurplus against other used asset purchase options (direct/local sellers, live auctions, competitor online marketplaces) 	<ul style="list-style-type: none"> • Compare AllSurplus results with previous Old Market experience
<i>What or where is the Current Buyer researching?</i>	<ul style="list-style-type: none"> • Old Marketplace website • AllSurplus website • Peer groups (internal & external) • Industry publications & events 	<ul style="list-style-type: none"> • Online search • Rival market collateral • Peer groups (internal & external) • Industry publications & events • Influencers • Media/news on marketplaces 	<ul style="list-style-type: none"> • AllSurplus communications • Media/news on marketplaces
<i>How will we move the Current Buyer along his or her journey with us in mind?</i>	<ul style="list-style-type: none"> • Content to show up in organic searches that address disadvantages of traditional “new” purchases, guides asset acquisition timelines, appropriate places to upgrade factories, etc. • Constant prospect content touches via email & calls • Insertion into social media conversations with news/industry trends • Content syndication/article/presentation opportunities in industry publications and events that connect wider trends with buying used surplus 	<ul style="list-style-type: none"> • Constant auction communications • Reinforce old features/ease of use • Demonstrate continued superiority of Liquidity Services over rivals (“there’s a reason you picked us over them to begin with”) • Cold email campaigns with AllSurplus benefits & features • Influencer sponsored content • Social media campaigns highlighting AllSurplus benefits & features 	<ul style="list-style-type: none"> • Easy, clear onboarding • Constant flow of new case studies and results to reinforce “correct choice” • Internal & external content for sellers to make the most of the AllSurplus platform (“Best ways to list items, best ways to title items, best ways to take pics of items,” Seller FAQs, etc.) • Emails with AllSurplus-relevant news and market trends • Customer service experience with errors etc.

Customer Journey: Prospect Seller	Awareness Stage <i>*Biggest Opportunity</i>	Consideration Stage	Decision Stage
<i>What is the Prospect Seller thinking or feeling?</i>	<p>“I have a lot of surplus business assets that I have to do something with.”</p> <ul style="list-style-type: none"> • Frustration • Stress • Time/Resource Crunch • Dismissal/Trivialization • Confusion 	<p>“AllSurplus is one of several ways I can get rid of my surplus assets by selling them.”</p> <ul style="list-style-type: none"> • Overwhelmed with choices • Uncertain as to “best” choice • Out of control • Annoyed 	<p>“The best way to get rid of my surplus business assets is by selling via online auction on AllSurplus.”</p> <ul style="list-style-type: none"> • Eager to get started • Curious about results • Worried picked wrong marketplace (buyers’ remorse) • Seeking reassurance
<i>What is the Prospect Seller’s action?</i>	<ul style="list-style-type: none"> • Ask others how to get rid of surplus assets • Choose to focus on other tasks that are “more important”/ignore the problem • Distracted by industry trends & news that impact primary responsibilities and internal initiatives. 	<ul style="list-style-type: none"> • Compare online auction sales against other asset disposal options (direct/local buyers, live auctions, scrapping/tossing/donating) • Decide on priorities (highest return? Transaction speed? Cost elimination? Hands-free process? Transaction control? Reporting & auditing? Sustainability?) 	<ul style="list-style-type: none"> • Compare AllSurplus results with rivals in market (MachineryTrader, IronPlanet) • Compare AllSurplus experience & results with “other” options
<i>What or where is the Prospect Seller researching?</i>	<ul style="list-style-type: none"> • Online search • Peer groups (internal & external) • Industry publications & events • Influencers 	<ul style="list-style-type: none"> • Online search • Peer groups (internal & external) • Industry publications & events • Influencers 	<ul style="list-style-type: none"> • AllSurplus communications • Rival market collateral • Media/news on marketplaces
<i>How will we move the Prospect Seller along his or her journey with us in mind?</i>	<ul style="list-style-type: none"> • Content to show up in “how to” searches • Constant prospect content touches via email & calls • Insertion into social media conversations with news/industry trends • Content syndication/article /presentation opportunities in industry publications and events that connect wider trends with surplus asset management/sales 	<ul style="list-style-type: none"> • Content to show up in method evaluation & priority setting questions (“How to get rid of surplus quickly, how to get highest return on sale, how to report on surplus sales,” etc.) • Cold email campaigns with AllSurplus benefits & features • Establish AllSurplus as not a “new” or “inexperienced” marketplace • AllSurplus collateral speaks to pain points • Influencer sponsored content • Social media campaigns highlighting AllSurplus benefits & features 	<ul style="list-style-type: none"> • Internal & external content for sellers to make the most of the AllSurplus platform (“Best ways to list items, best ways to title items, best ways to take pics of items,” Seller FAQs, etc.) • Easy, clear onboarding • Emails with AllSurplus-relevant news and market trends • Constant flow of new case studies and results to reinforce “correct choice” • Customer service experience with errors etc.

Customer Journey: Prospect Buyer	Awareness Stage <i>*Biggest Opportunity</i>	Consideration Stage	Decision Stage
<i>What is the Prospect Buyer thinking or feeling?</i>	<p>"I need to purchase/acquire new business assets."</p> <ul style="list-style-type: none"> • Time/Resource Crunch • Bias for new over used/old • Unaware of used asset sales • Default to in-person salespeople for new 	<p>"Used-but-functioning/new-to-me assets could be better to buy than new."</p> <ul style="list-style-type: none"> • Concerned about quality • Unsure of process • Considering internal requirements • Lack of trust in online sales of assets • Ignorant of process 	<p>"The best way to acquire used business assets is by buying via online auction on AllSurplus."</p> <ul style="list-style-type: none"> • Self-satisfied at "hack" • Curious about results/"Unboxing" anticipation • FOMO of "better" asset on another marketplace • Seeking reassurance
<i>What is the Prospect Buyer's action?</i>	<ul style="list-style-type: none"> • Default to "new" asset considerations at dealerships/manufacturers/suppliers • Start purchase process too late due to other priorities • Distracted by latest technology that rivals are using 	<ul style="list-style-type: none"> • Compare new vs old asset sales (quality, speed, consistency, performance) • Decide on priorities (highest savings? Transaction speed? Hands-free process? Sustainability? Purchase accountability?) 	<ul style="list-style-type: none"> • Compare AllSurplus auctions with rivals in market (MachineryTrader, IronPlanet) • Compare AllSurplus experience & results with "other" options
<i>What or where is the Prospect Buyer researching?</i>	<ul style="list-style-type: none"> • Online search • Peer groups (internal & external) • Industry publications & events • Influencers 	<ul style="list-style-type: none"> • Online search • Peer groups (internal & external) • Industry publications & events • Influencers 	<ul style="list-style-type: none"> • AllSurplus communications & auctions • Rival market collateral & auctions • News & media of marketplaces
<i>How will we move the Prospect Buyer along his or her journey with us in mind?</i>	<ul style="list-style-type: none"> • Content to show up in organic searches that address disadvantages of traditional "new" purchases, guides asset acquisition timelines, appropriate places to upgrade factories, etc. • Constant prospect content touches via email & calls • Insertion into social media conversations with news/industry trends • Content syndication/article/presentation opportunities in industry publications and events that connect wider trends with buying used surplus 	<ul style="list-style-type: none"> • Content to show up in method evaluation & priority setting questions ("how to evaluate marketplace offerings," timeline expectations, reconciling asset needs with market availability, etc.) • Cold email campaigns with AllSurplus buyer benefits & features • Establish AllSurplus as a comprehensive marketplace • Influencer sponsored content & "unboxing"/performance of unorthodox assets outside of retail • Social media campaigns highlighting AllSurplus breadth & depth of current auctions for target industries 	<ul style="list-style-type: none"> • Internal & external content for buyers to make the most of the AllSurplus platform ("how to evaluate online auction offers, how to inspect properly, how to arrange transportation," Buyer FAQs, etc.) • Easy, clear onboarding • Emails with AllSurplus-relevant news and relevant auctions • Constant flow of new buyer case studies and results to reinforce "correct choice" / no better market • Customer service experience with errors etc.

Customer Journey: Lapsed/Lost Seller NEED RESEARCH	Loyalty to Old Market Brand	Low/Inadequate Sales	Too Expensive to Use Liquidity Services	Competitor Stole User	Do It Themselves
<i>What did the Lapsed/Lost Seller experience or perceive?</i>	Loss of former niche-specific marketplace	Didn't sell through enough assets to make it worthwhile, or didn't recover enough cash in sale.	Didn't have enough surplus assets to sell to make costs of working with Liquidity Services/marketplace worth it.	Competitor convinced them they were better off on their marketplace vs Old Market/ AllSurplus.	Think it's easier/faster/more control to do it themselves with local offerings/buyers than through AllSurplus
<i>What is the Lapsed/Lost Seller feeling after this/these incidents?</i>	<ul style="list-style-type: none"> • Confusion • Distrust of new site, since loyalty was to individual market & not Liquidity Services • Wary of broad vs niche appeal • "Why AllSurplus instead of Old Market?" 	<ul style="list-style-type: none"> • Frustration with process • Distrust from broken expectations • "How will AllSurplus get more sales?" 	<ul style="list-style-type: none"> • Discarded/made to feel lowly due to tailoring of services for enterprise clients • Old services too big/cumbersome for low volume. • "Why create an account if I never sell anything?" 	<ul style="list-style-type: none"> • Wooed by (lower cost? Niche vs broad? Personal attention? Better experience?) • Transition to AllSurplus as opportunity to explore options (eliminated inertia) • "Why AllSurplus over Competitor?" 	<ul style="list-style-type: none"> • Misconception of process/complexity • Arrogance/Self-confidence over ability • "Why should I sell on AllSurplus if I can do it myself?"
<i>How do we answer the Lapsed/Lost Seller's feelings/pain point?</i>	"AllSurplus has all Old Market features, plus new ones like <SellerHub, cross-listing> to make it better."	"AllSurplus' broad market reach to cross-industry buyers will increase sales opportunities, vs previous niche reach."	"AllSurplus' self-directed model allows you to sell whatever and whenever you want without expensive, time-consuming contracts or services."	"AllSurplus is better than Competitor due to our industry experience, huge buyer base, better returns, and commitment to customer service."	"AllSurplus lets you sell how and when you want while taking care of the hard stuff – like marketing, buyer screening, reporting – and at a low cost."
<i>How can we proactively address the Lapsed/Lost Seller's concerns?</i>	<ul style="list-style-type: none"> • Consistent, proactive communication • Reinforce transition of favorite features while increasing awareness of new ones. • Active nurturing & outreach during initial phases to generate stories/case studies 	<ul style="list-style-type: none"> • Emphasis of cross-listing to increase buyer base • Case studies of old market – then AllSurplus – results • AM personalized outreach to help adjust sales strategy • "How to Sell" guides to gently show/teach improved auctions 	<ul style="list-style-type: none"> • Emphasis of self-directed service for small lapsed sellers • Ease registration and onboarding as much as possible • "How to Sell" guides to empower self-directed users while underscoring industry expertise 	<ul style="list-style-type: none"> • Direct comparison to methods (direct sales/local buyers vs public auctions, online vs live auctions) • Testimonials from those who switched from Competitor to Liquidity Services • Reinforce cross-industry sales opportunities and reach • Communication ease of transition to encourage inertia 	<ul style="list-style-type: none"> • Direct comparison of local DIY attempts vs online results • Case studies/"war stories" discussing DIY vs Liquidity Services help • Emphasis of self-directed messaging

Customer Journey: Lapsed/Lost Buyer NEED RESEARCH	Loyalty to Old Market Brand	Low/Inadequate Inventory	Bad Bought Equipment	Competitor Stole User	Kept Losing Auctions
<i>What did the Lapsed/Lost Buyer experience or perceive?</i>	Loss of former niche-specific marketplace	Can't find auctions worth bidding on, so stopped looking.	Won auctions resulted in a bad experience and/or end assets.	Competitor convinced them they should buy on their marketplace vs Old Market/AllSurplus.	Never won auctions, so gave up trying.
<i>What is the Lapsed/Lost Buyer feeling after this/these incidents?</i>	<ul style="list-style-type: none"> • Confusion • Distrust of new site, since loyalty was to individual market & not Liquidity Services • “Why buy on AllSurplus instead of Old Market?” 	<ul style="list-style-type: none"> • Frustration with process • Apathy • Wasted time • “Why should I spend time and energy looking on AllSurplus for good auctions?” 	<ul style="list-style-type: none"> • Sour taste in mouth based on previous experience • Wary of auction offerings due to one bad seller • Made to feel stupid if they didn't properly assess the equipment/read fine print 	<ul style="list-style-type: none"> • Wooed by (better auction equipment? Lower cost? Better experience? Better buyer protections? Ease of use?) • Transition to AllSurplus as opportunity to explore options (eliminated inertia) • “Why AllSurplus auctions over Competitor?” 	<ul style="list-style-type: none"> • Quality vs price • Frustration at lost lots • Inconsistent results when you need equipment quickly
<i>How do we answer the Lapsed/Lost Buyer's feelings/pain point?</i>	“AllSurplus has more relevant auctions for you than Old Market, with all the old features you loved like Saved Search.”	“AllSurplus' broad market reach to cross-industry sellers will increase auction opportunities and more/different items.”	“The AllSurplus marketplace is committed to offering quality business assets at the right price, and will be here to help if you need it.”	“AllSurplus is better than Competitor due to our auction offerings and buyer protections.” (We're not WhatsApp)	“AllSurplus broad industry reach and cross-listing capabilities offers many chances to bid on quality equipment.”
<i>How can we proactively address the Lapsed/Lost Seller's concerns?</i>	<ul style="list-style-type: none"> • Consistent, proactive communication • Reinforce transition of favorite buyer features while increasing awareness of new ones. • Active nurturing & outreach during initial phases to generate stories/case studies 	<ul style="list-style-type: none"> • Emphasis of cross-listing to increase buyer base • Case studies of old market – then AllSurplus – results • “How to Buy” guides to gently show/teach inspection of lots for sale/find “diamonds in the rough” 	<ul style="list-style-type: none"> • Personalized AM outreach to known impacted accounts • “How to Buy” guides to empower buyers to make proper assessments and understand “as is” 	<ul style="list-style-type: none"> • Constant communication of updated, relevant auctions • Direct comparison to methods (horror stories of buying on apps in unregulated marketplaces, online vs live auctions) • Testimonials from those who switched from Competitor to Liquidity Services • Reinforce cross-industry sales opportunities and reach • Communication ease of transition to encourage inertia 	<ul style="list-style-type: none"> • “How to Buy” guides to teach bidding strategies and equipment evaluations • Direct comparison of buying new vs used • Timeline guidance of how long to spend looking for used vs buying new