



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

If a customer is having a problem with purchased farm equipment, send one of your technicians to the customer.

Display prices where customers can easily see them follow up with a phone call or email to see how the customer is using the product.

Farmers also demand justice, particularly as they believe that it is falsely only agriculture.

Automation- including the use of robots, drones and autonomous tractors to make farming more efficient.

No other stakeholders.



Understand your customer

Give your support teams everything they need to succeed

The process of cultivating crop for food, fuel, and other products.

Act on customer feedback

Always ask for feedback

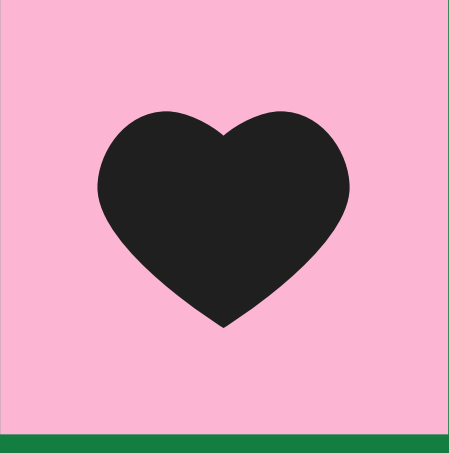
Lead with empathy, always.

As it allows us to produce the food and essential items we need for survival.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?