



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?

Exploring opportunities in target markets

Formulating decisions that are strategic in tactical

Planning potential product demand

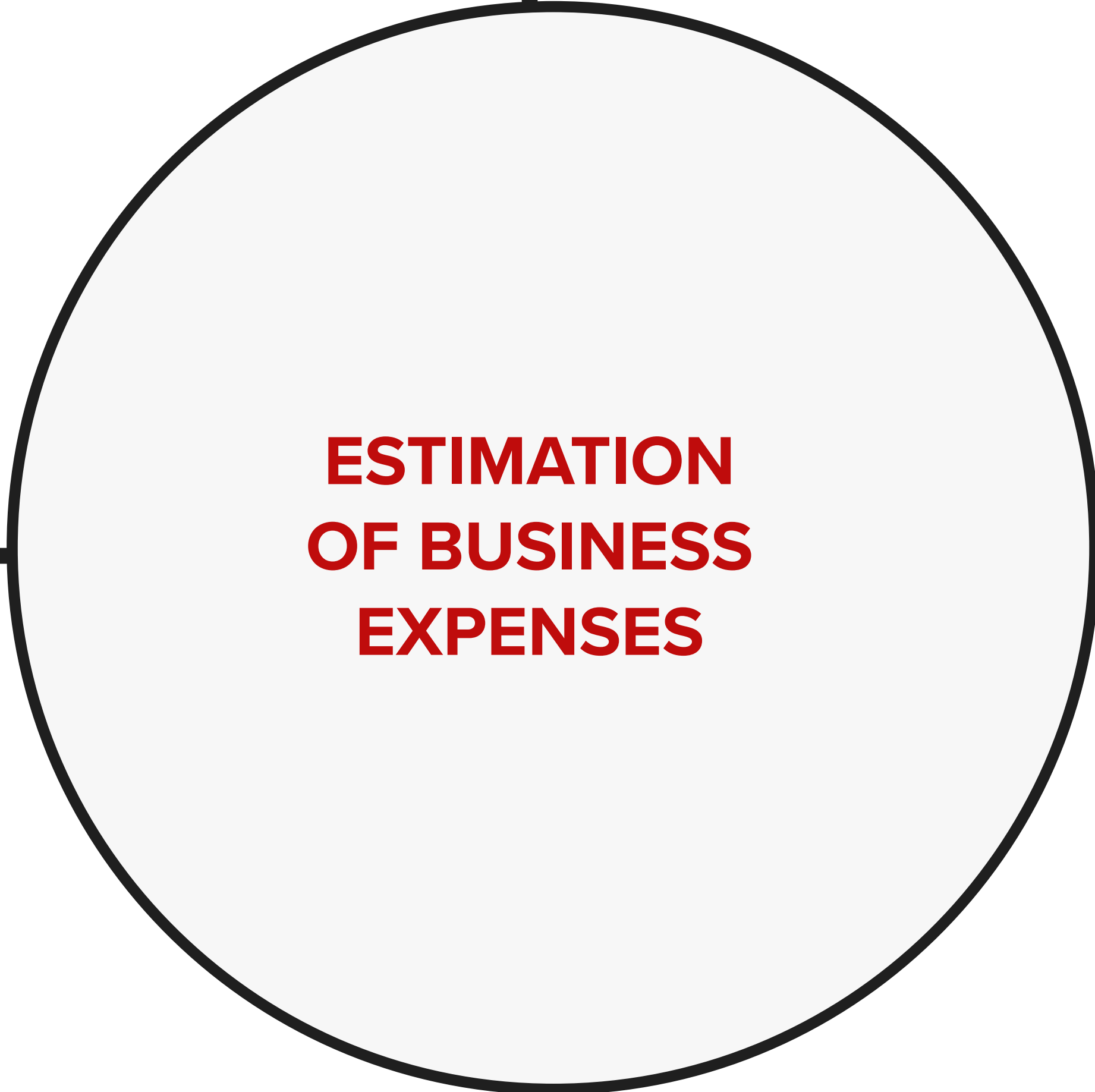
Understanding consumer needs and expectations

Market segmentation and performance monitoring

Increasing customer satisfaction

Acceptance of product

Wholesaling is buying goods in bulk quantity



Effectiveness by targeting qualified prospects

Improve the channel mix to lower cost to serve

Increase revenues because insights you can better influence over response rates, when people buy, average order value (AOV),and reorders

Outsmart the competition, rather than just outspend them

Production is primarily in rural areas

Consumption is mainly in urban areas

Provide improve,and more personalized customer experience

Better understand what your customer want



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?