



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?

I negotiate with suppliers to get the best price and terms

I want to buy quality products at a low price

I compare different products and sources to find the best value

I sell products to retailers or other businesses at a higher price

I want to satisfy my customers' needs and preferences

I want to grow my business and increase my profits



I order products in bulk quantities and store them in warehouses

I see new opportunities and challenges in the market

I hear recommendations or referrals from other distributors or suppliers

I hear feedback from my customers about their satisfaction and complaints

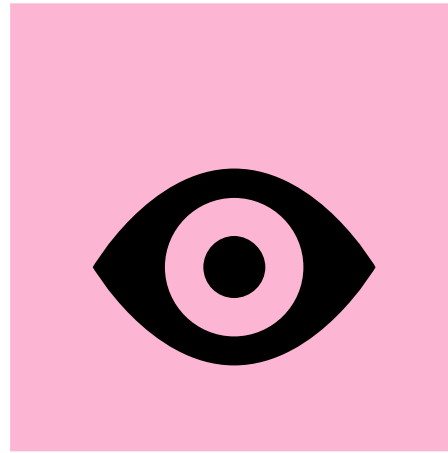
I see changing market trends and customer demands

I want to have a reliable and long-term relationship with my suppliers



Does

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



See