



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

is my  
decision  
correct?

what are the  
parameters  
should i  
consider?

feeling  
anxious

confused

unstable  
answers

range of  
price values

doubtful  
answers

market offers  
very low  
prices than  
the eligible  
price.

selling the  
car on low  
price even it  
is worth than  
that

predicting a  
price value  
is a tedious  
job

## What do they HEAR?

what friends say  
what boss say  
what influencers say

random  
price

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

regret the  
decision  
later

accepting the  
offer as they  
don't have  
much time

fixing the  
prices  
according to  
their financial  
need

asking  
advice from  
friends and  
family

surfing the  
internet for  
the ideas

## PAIN

fears  
frustrations  
obstacles

someone may  
offer the lower  
price than the  
selling price

unable to talk to  
the customers as  
they don't know  
the actual resale  
price

customer  
can cancel  
the deal

## GAIN

"wants" / needs  
measures of success  
obstacles

convincing  
reason for  
the predicted  
price

proof for the  
resale price

actual  
resale price