

What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> According to IDC, the overall global datasphere reached 64 zettabytes in 2023.

Ask a relevant follow up question to further clarify your understanding of their situation

> Truly listen to the prospect

Feed back the content and feeling of the prospect's words

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

Poor

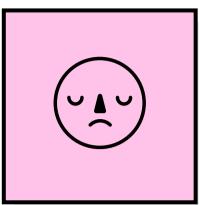
attitude

towards

data

Interpreting

the data



Need to

analyze

more data

quickly

GAINS

What are their wants, needs, hopes, and dreams?

Lead

Utilizing sales activities

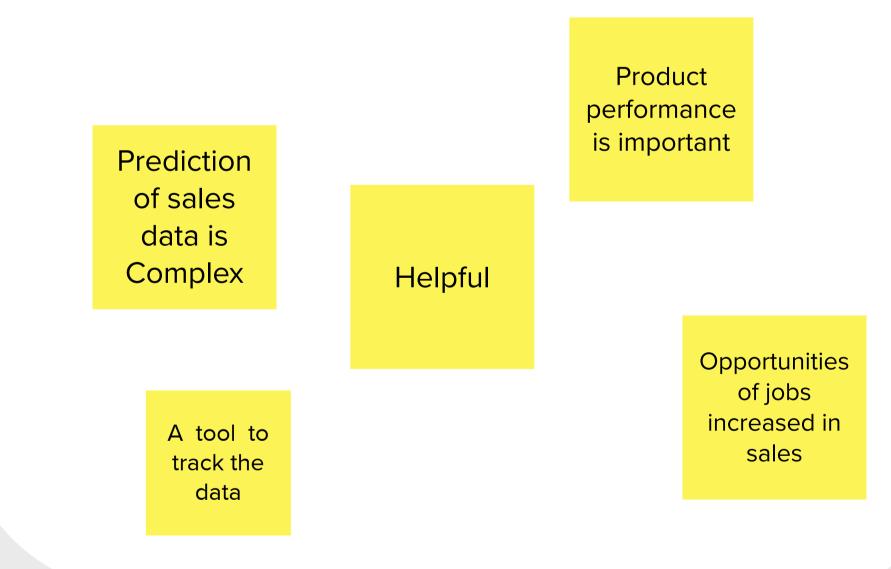
generation

Increase new

Boost online sales

products and service

What other thoughts and feelings might influence their behavior?



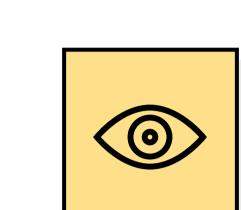
Decision making using data of prior years

understanding the customers better and improving future performance within the organisation.

identify most profitable products and the profitable customers, and potential sales opportunities.

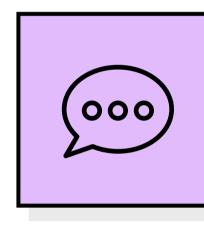
Revenue by product





What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



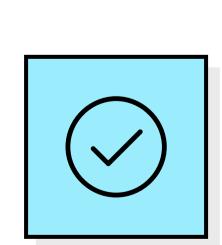
What do they SAY?

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

> Rapid adoption of smartphones sales provides easy access to technology

Need list of weak and strong products which helps to avoid unnecessary money waste

Optimize the pricing structure increase the customer sales



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?