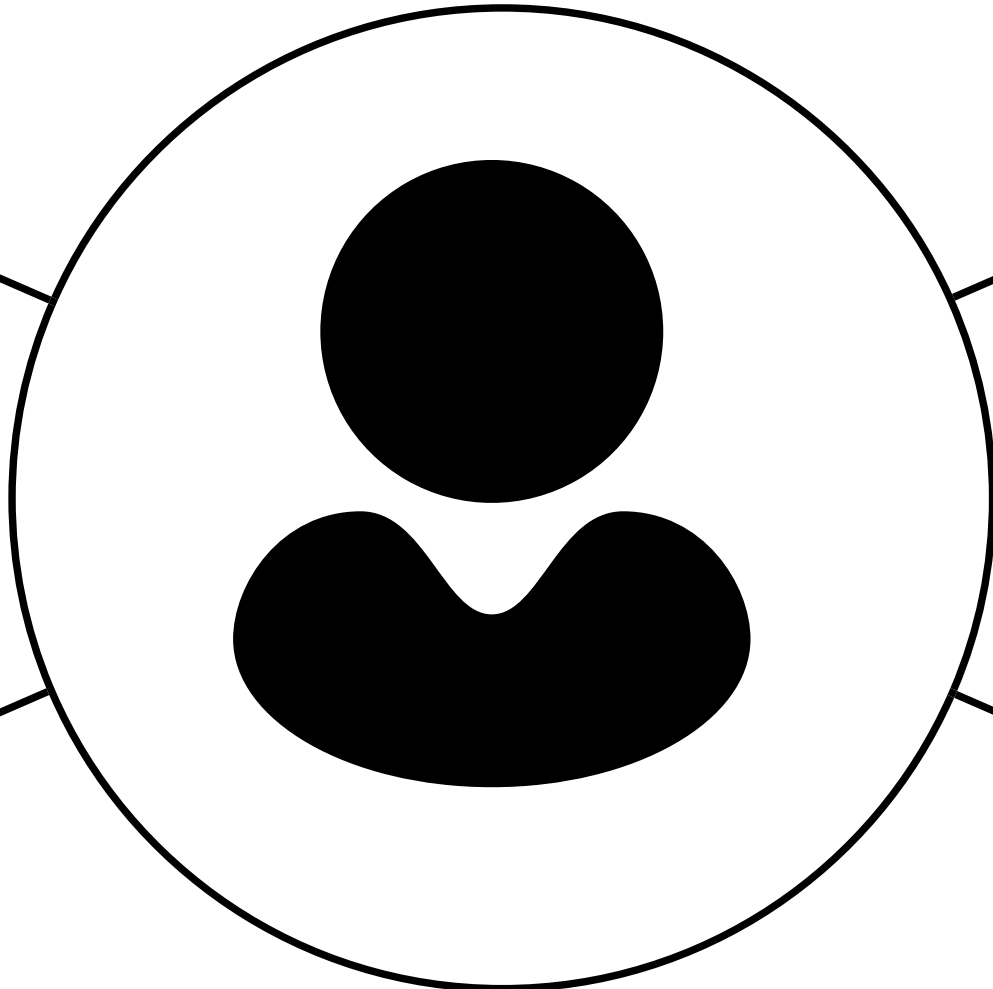


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Sold a car to
a price too
low than the
market price

Am I selling the
car at a proper
price considering
the non repaired
damages

Competitors
gaining more
customers by
offering low
prices

Sell at an
high price ,
as the
damages are
minor

Sell at a low
price to gain
customers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

Customer is
attracted to
low price and
better quality

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

This car is
totally worth
the price.

Cannot get the
same car in
some other
place, lower
than this price

PAIN

fears
frustrations
obstacles

Offering low
prices and
ending up in
bankruptcy

Setting up the
prices high
unknowingly
and losing
customers

GAIN

"wants" / needs
measures of success
obstacles

Selling more
cars with
appropriate
profit

Wants more
customers