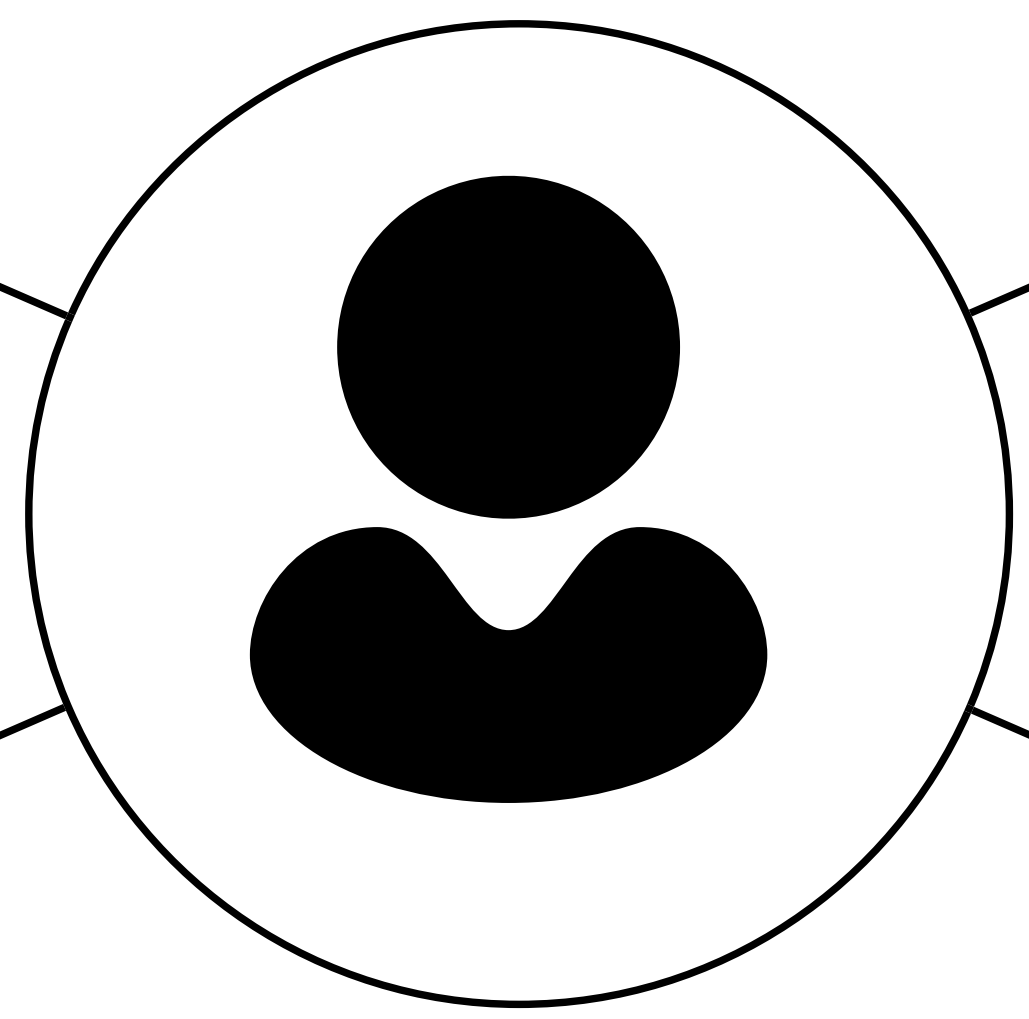


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- It's taking so much time.
- It will better if the process is faster.
- Are they lying to us?
- Refers to different insurance companies.
- Not to trust the companies.
- It is a big process so don't get involved.

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- They will see full process.
- Seeks best insurance policy in market.
- Better hospitality for the insureded vehicles

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Recommend to others if the service is better.
- Because of good service always approaches same company.
- Will trust the company fully.

**PAIN**

fears  
frustrations  
obstacles

- Use of excess money for repair
- Coverage failures
- Poor customer support

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Simple process
- To save money
- Seeks good customer support