



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Reduce customer
loss with the help
of known stock
storage and
profitable rates.

Suggestions
and reviews.

Predicting
Sales with
seasons.

What do they SEE?

environment
friends
what the market offers

With help of
preorder.

Analysis of
the stock.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

To evaluate
the consumer
trends in
market.

Get to know
the
consumer
preference.

Instead of
manual
maintenance
of inventory
sale.

Will it suggest
the ideal
amount of
inventory stock
in storage.

Safeguard
against price
changes and
inflation.

Helps in
avoiding
overstocks.

What do they HEAR?

what friends say
what boss say
what influencers say

Improves
efficiency and
easy to
understand
sales trends.

PAIN

fears
frustrations
obstacles

False
Predictions.

Drop in
sales.

Changes in
market
trends.

GAIN

"wants" / needs
measures of success
obstacles

To avoid
purchasing of
the wrong
inventory.

Proper
management
of accounts.

Improves
Forecasting.