

What do they
THINK AND FEEL?

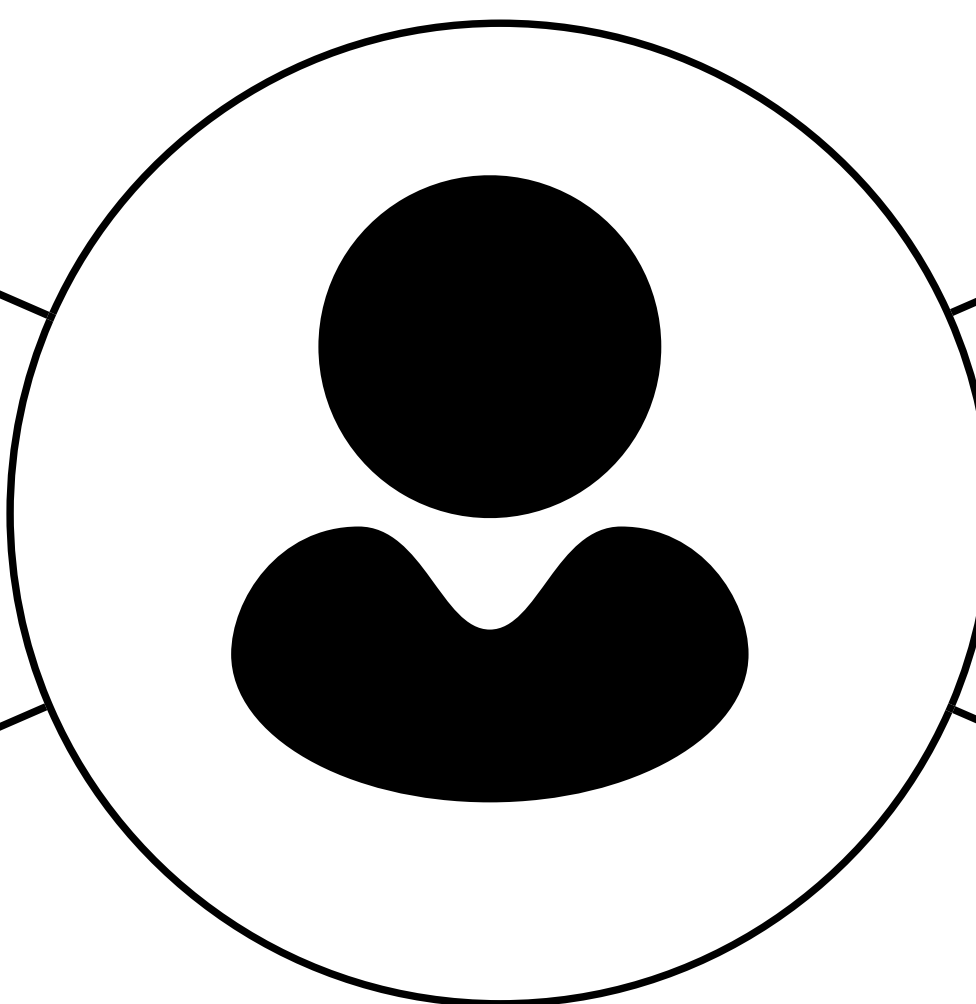
what really counts
major preoccupations
worries & aspirations

Is it
satisfactory

will it be
reliable

Is it secure
and not a
scam

Does all the
mandatory
accessories
of the car is
working.



What do they
HEAR?

what friends say
what boss say
what influencers say

Might be
unreliable.

Check for
criminal
records of
the owner

Ask for the
reason for
the car to be
sold

What do they
SEE?

environment
friends
what the market offers

Best price

Mileage
capacity

Any visible
damage

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Car looks
good as
new

Best deal in
the market

Previous
owner does
not have any
criminal
record

Did not
involve in
any
accident

PAIN

fears
frustrations
obstacles

Might be
stolen

Could have
involved in a
accident

may require
high
maintenance

GAIN

"wants" / needs
measures of success
obstacles

Affordable
price

Save
money

Best price
in market