

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

WHAT  
COUNTS  
FOR THE  
CUSTOMER?

WHAT DOES  
YOUR  
CUSTOMER'S  
ENVIRONMENT  
LOOK LIKE

# What do they SEE?

environment  
friends  
what the market offers

HOW DOES  
YOUR  
CUSTOMER  
INTERACT WITH  
THEIR  
ENVIRONMENT?

WHAT IS YOUR  
CUSTOMER  
EXPOSED TO  
ON A DAILY  
BASIS?

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

WHAT ARE YOUR  
CUSTOMER'S  
ACTIONAFTER A  
CONVERSATION?

HOW DOES  
YOUR  
CUSTOMER  
RESPOND TO  
OTHERS?

IS YOUR  
CUSTOMER  
EASILY  
INFLUENCED

HOW DOES  
THE  
CUSTOMER  
REACT TO?

WHAT  
INFLUENCES  
YOUR  
CUSTOMERS?

# What do they HEAR?

what friends say  
what boss say  
what influencers say

WHO  
INFLUENCES  
YOUR  
CUSTOMERS?

## PAIN

fears  
frustrations  
obstacles

WHAT ARE  
THE RISK  
FACTORS?

HOW CAN  
GOAL BE  
ACHIEVED?

## GAIN

"wants" / needs  
measures of success  
obstacles

WHAT ONE  
WANT TO  
ACHIEVE?

WHAT  
STRATEGIES  
CAN BE  
FOLLOWED TO  
ACHIEVE  
SUCCESS?