

**WHAT INFLUENCES YOUR CUSTOMERS?**

**HOW DOES THE CUSTOMER REACT TO?**

**WHAT COUNTS FOR THE CUSTOMER?**

**WHAT DOES YOUR CUSTOMER'S ENVIRONMENT LOOK LIKE**

**IS YOUR CUSTOMER EASILY INFLUENCED**

HOW DOES YOUR CUSTOMER INTERACT WITH THEIR ENVIRONMENT?

**WHO INFLUENCES YOUR CUSTOMERS?**

**HOW DOES YOUR CUSTOMER RESPOND TO OTHERS?**

**WHAT ARE YOUR CUSTOMER'S ACTIONAFTER A CONVERSATION?**

WHAT IS YOUR CUSTOMER EXPOSED TO ON A DAILY BASIS?

**WHAT ARE THE RISK FACTORS?**

**HOW CAN GOAL BE ACHIEVED?**

**WHAT ONE WANT TO ACHIEVE?**

**WHAT STRATEGIES CAN BE FOLLOWED TO ACHIEVE SUCCESS?**