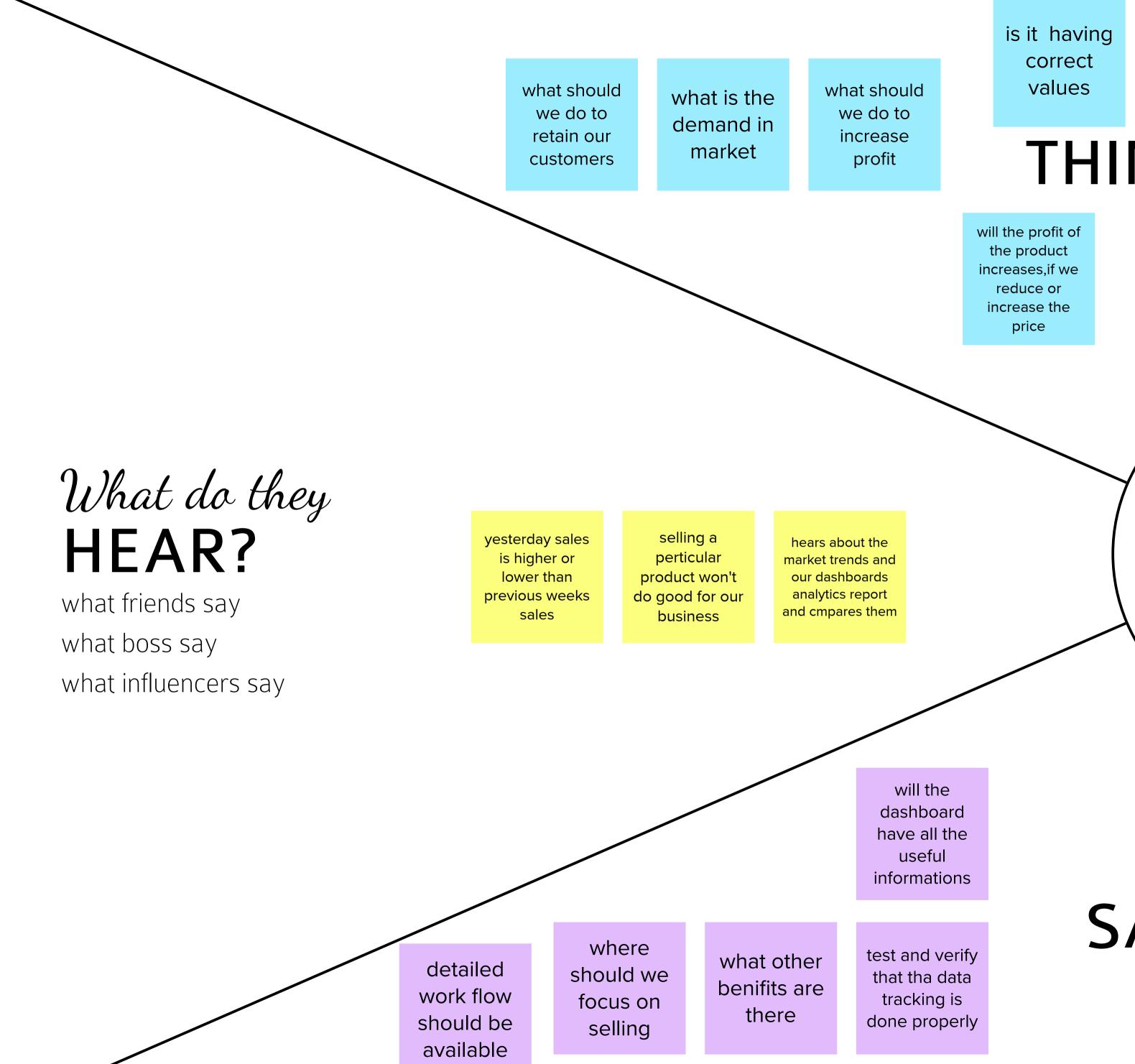




is it having correct What do they
THINK AND FEEL? values what should what should what is the we do to we do to demand in increase retain our market profit customers what really counts will the profit of the product major preoccupations increases, if we reduce or worries & aspirations increase the price W see evident compare insight a good nice selling a yesterday sales hasps data hears about the



What do they SEE? see evident compare a good nice insight bases data organization looking about the driven performance dashboard sales results with industry environment friends what the market offers

PAIN

fears frustrations obstacles

lack of accuracy

needs constand data updation

getting the right data

lack of assignment within teams

complexity and bias

GAIN

"wants" / needs
measures of success
obstacles

boost sales productivity

improve customer acquisition

plan future targer increase customer retention

