



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Frustrated

Excited

Confused

Worried: Car
won't last her
a long
time

This is
cool

What
should I do

There's so many
options to choose
from

What do they SEE?

environment
friends
what the market offers

time saving

Likes the
brands..

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Want a
reliable
vehicle

Mercedes,
Teslas,
and BMW's

Needs a
vehicle thats
eco friendly

It is
safe

Useful

Cost Effective

Test Drives

Accurate
Price

Trusted

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Commission

Travel Time

Waste of Time

GAIN

"wants" / needs
measures of success
obstacles

Accurate
price

Quality of car
and its uses

Cost Effective