Is the Who is the What do they customer Customer's THINK AND FEEL? happy with true fear my product Is your customer what really counts How does your or service What are more persuaded major preoccupations customer the worries & aspirations by coworkers or interact with Customers strictly business their concerns related people environment Who Is your What do they What do they influences customer more your HEAR? SEE? What in a private or Customer What problems public influences environment what friends say does your environment? what boss say friends your customer face what influencers say what the market offers customer? within their environment? How does your What What do they customer information SAY AND DO? portray does your How does themselves in customer hold your attitude in public front of people? back from customer appearance others? respond to behavior towards others others? Work an PAIN GAIN irregular Customer schedule "wants" / needs fears Loyality measures of success frustrations Experience stacles obstacles Improve public Handle Hold many Customer burnout and responsibilities *Image* frequent Recommendations Increase stress changes

Conversion