



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- what is the right decision?
- Buyer's remorse
- Unsure who to trust

What do they
SEE?

environment
friends
what the market offers

- reviews of previous car owners
- different price tags
- a lot of options to choose from

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- observes in store
- Suggestions
- pospones big decisions

What do they
HEAR?

what friends say
what boss say
what influencers say

- what is your budget?
- Do you any preference?
- I really recommend this car

PAIN

fears
frustrations
obstacles

- First accident
- Setting the right budget
- Decisions

GAIN

"wants" / needs
measures of success
obstacles

- Sense of responsibility
- A new car
- Experience