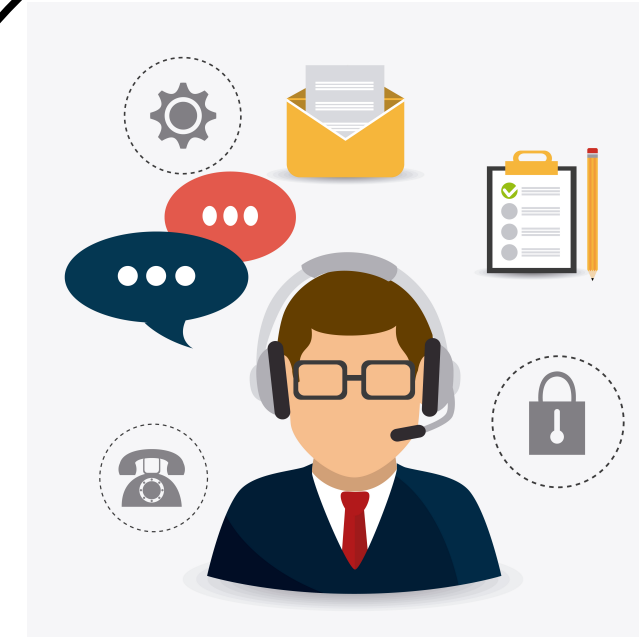


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



What is the customer dearms?

Who exactty is my targeted audience?

What is your customer exposed to on a daily basis?

What does your customer's environment look like?

Is your customer more in a private environment

How does your customer respond in a public environment?

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Proactive

patch management

submit A ticket

Reporting

What is the customer's true fears

What are customer's pre-accupations?

What influence your customer?

Is your easily influenced?

What channel does your customer use the most?

Who influence your customer

# What do they HEAR?

what friends say  
what boss say  
what influencers say

## PAIN

fears  
frustrations  
obstacles

Involves a steep learning curve

Complicated to use

Tough to implement

## GAIN

"wants" / needs  
measures of success  
obstacles

ability to build a cohesive team

workflow guidance that makes solving customer problems

centralizes knowledge