

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

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

What do they HEAR?

what friends say
what boss say
what influencers say

What channel does your customer use the most?

Is your easily influenced?

What influence your customer?

Who influence your customer

What is the customer's true fears

What are customer's pre-occupations?