



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Some feel
that the
fertilizers are
bad to the
crops.

What really counts
is to deliver
satisfactory
products and
recommendations
to the customers.

And also
affect thier
land and soil
and make
them sterile.

They neen
correct analysis
of their land
and their crops.

They also feel
tha fertilizers
are ought to
damage thier
cultivation.

But we think the
corret
recommendation
of the ertilizers
can stop the bad
feelings.

The market offers
many solutions but
we have to
consider the best
and efficient one of
the them.

The fertilizers we
recommnd must
be nature friendly
and crops
friendly.

The way we
handle things
must be
advance and
efficient.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

The
suggestions
must be
correct and
trustworthy.

The apperance
must good to
people and
likeable to them.

The interaction
with the
customers must
be polite and
friendly.

It must be
user friendly
and easy to
handle.

What do they HEAR?

what friends say
what boss say
what influencers say

Every one
says that
fertilizers are
not good for
crops.

They say that
the natural
fertilizers are
better than than
artificial
fertilizers.

Everyone has thier
own opinion on the
fertilizers and they
all carry facts about
it debate with thr
facts.

PAIN

fears
frustrations
obstacles

the obstacles
are very great
and
humongous .

the work
will be hard
and difficult.

We have to
over come
every
struggles.

GAIN

"wants" / needs
measures of success
obstacles

In this field it
requires hard
and constant
work.

The success is
hard to reach in
this field
because of the
obstacles.

Once we clear
the obstacles it
will be a great
success.