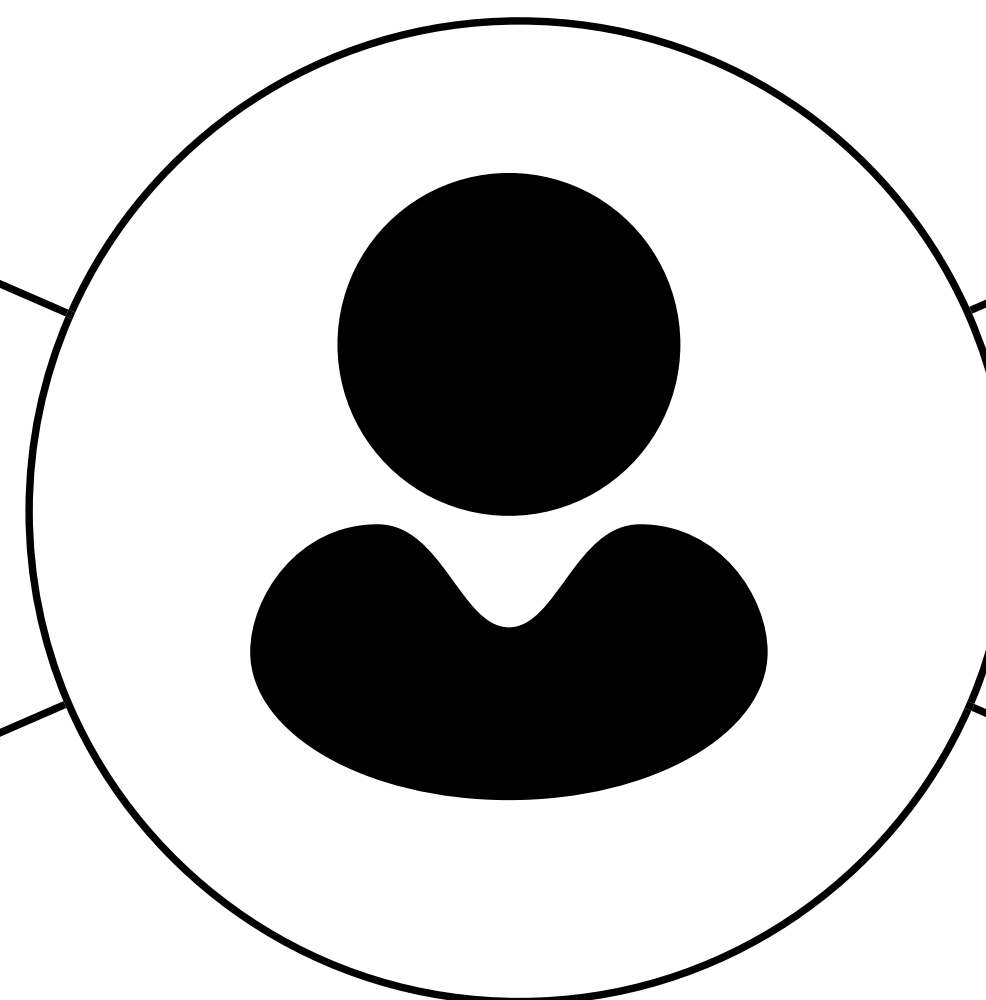


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SEE?

environment
friends
what the market offers

- Can I purchase the car in accordance with my present insurance plan?
- What are the financing options to buy the car?
- Is there an accident history?

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Why the car owner wants to sell the car?
- What features don't work the way they're supposed to?
- Can I take the car to a mechanic for an inspection?

- What should be the color of the car?
- How many previous owners?
- How are the tires, brakes, oil, fluids and filters?

What do they
HEAR?

what friends say
what boss say
what influencers say

- Is the vehicle certified?
- The car should be in a good condition.
- How long the car was in use?

PAIN

fears
frustrations
obstacles

- Used cars give bad mileage and incur high repair costs.
- Used cars lack modern entertainment and vital safety features.
- Worse Fuel Efficiency

GAIN

"wants" / needs
measures of success
obstacles

- Lower insurance and registration charges
- Lower loan amount to be borrowed
- Value for money