



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The discover of a relevant, actionable and previously unrealized reality about a target market as the result of deep, subjective data analysis.



Products, Price, Promotion, Place and people. when you share your unrealized dreams and how your buyer can act on your unrealized dreams hoping for the best in marketing



An ice cream shop that finds data supporting that their clientele are more likely to purchase fruit flavours in the summer months



The process of creating and winning sales opportunities and driving change with ideas that matter. Publishes high quality, in depth market research studies.

Benefit both parties by meeting your target audience's needs and wants while also profiting. Builds trust, inspires solutions to wicked problems, and helps us learn from our failures.

Political, economy, social, technology, legal and environmental aids in predicting potential changes in the market or industry.



Presenting your products or service in a way your customer can relate.

An interpretation of data used by businesses to gain a deeper understanding of how their audience thinks and feel

An introvert's sense of organization and willingness to practice can be just as effective as persistence and improvising

Meeting your target audience's needs and wants while also profiting

Anxiety in sales isn't new, and it's something you can overcome. poor mindset about the skill of selling.



Crafting, drawing, painting, writing poetry and other art forms are all healthy ways to channel your anger into something fun. Aids in predicting potential changes in the market or industry.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?