



Says

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

"What's the price range for the hybrid models?"

"I want a car that's easy on maintenance. Are these models reliable?"

"I've heard these cars are great for the environment. How do they work?"

"Do you have any financing options or special deals?"



Car Buyers

Thinks

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



"I want a car that will provide safety and security for my daily commute."

"I hope to find a financing plan that fits my budget without compromising quality."

"I want a car that reflects my personal style and values."

"I need a reliable car that won't give me constant maintenance headaches."

What concerns, if any, does the customer communicate regarding the cars' cost, features, or sustainability?

How does the customer go about comparing different car models, prices, and features?

How does the customer approach test driving different car models?

Does the showroom ensure transparent pricing?

"I'm concerned about making the right choice and ensuring the car is safe for my family."

"I feel excited about the idea of owning a new car."

"I'm hopeful that I can find a car that fits my budget and needs."

"I'm anxious about the costs involved in purchasing and maintaining a car."



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?

