



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?

"I'm curious about customer spending behavior."

"I'm looking for insights to drive revenue growth."

"I want to know how to improve our marketing strategies."

"I need to find ways to expand my business."

Consider how data can improve their understanding of customers.

Reflect on current market trends and future possibilities.

Contemplate strategies for staying competitive.

Think about adopting customer-focused approaches.

Wholesaler

Conducting data analytics on customer spending behavior.

Analyzing market trends and patterns.

Collecting and interpreting data.

Engaging with customers for feedback.

Frustration: When facing challenges in finding reliable wholesalers or negotiating favorable terms.

Confidence: When making informed decisions based on market research.

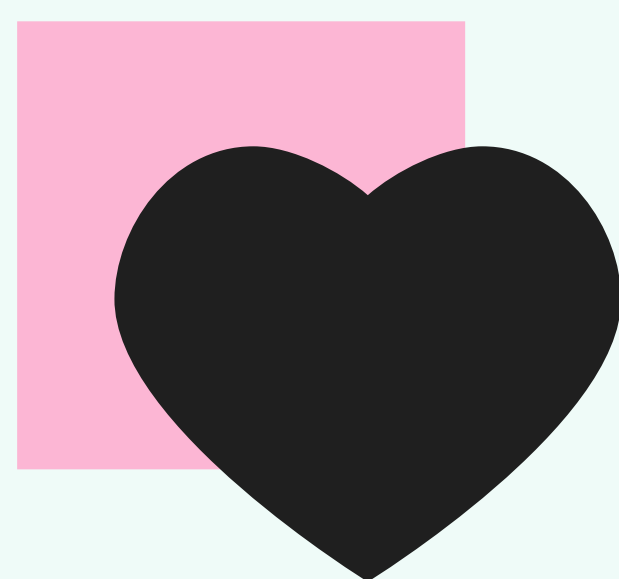
Determination: To adapt and evolve business strategies for success in a competitive landscape.

Concern: About meeting customer demands and ensuring product quality.



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?