



Says

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

Want car which is driven less kilometer.

Need a best car under budget.

Want a test drive before purchase.



Thinks

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

Best car condition at reasonable price.

A perfect car for the family need.

Want a car which is driven for two years or less.

Second Hand Buying Car.

Not doing correct research on pre owned car.

Check all the paper work before closing the deal.

No expert advice taken.

Price should be negotiable.

Good quality car at best deal.

All components should be working.



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?