



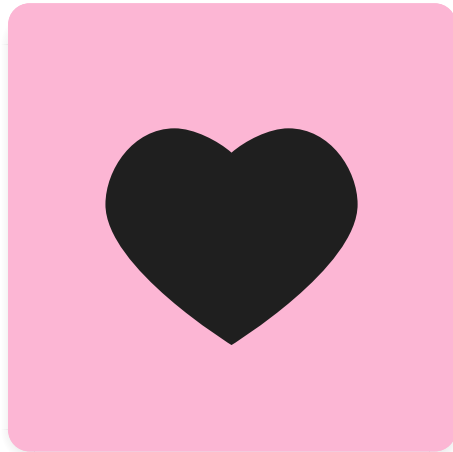
Says

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?



Feels

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



Does

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

[See an example](#)



The house
had all the
features

The check
the house
condition

Convenint
of the
house
location

To sale the
house
without legal
problem

To sale the
house
quickly

To sale the
house in
good price

To sale the
house to
the good
buyer

Saller
satisfied

Buyer
satisfied

Convenient
price for
buyer and
seller

Peaceful and
comfortable
house was to
sale the buyer

Giving the
road map
for the
house

Arranging
house
facilities

Maintaing
house
condition

Onsider
the house
price

To buy
house in
low prise