



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?

Understand your customers. A business's most important asset is its customers.

Interact with customers online. ...

Create a referral program

Motivate employees

Monitor trends

Bundle products



Put Resources In Place

Set Minimum Daily Sales Activities

Develop Scripts

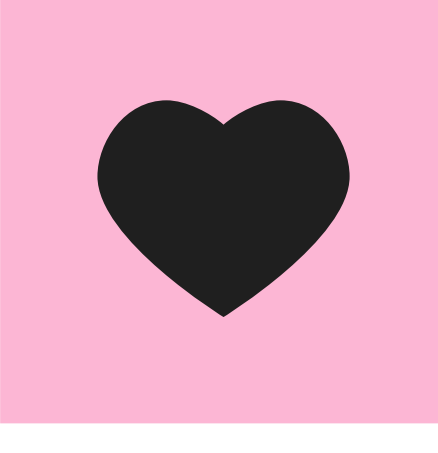
FEAR OF FAILURE

REJECTION

CONVERSATION



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?