



Says

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

They would say we sell best quality products

They would appreciate the Services of ours

The would appreciate The taste of our product

Buying our product consistantly

Being nice to us

Visiting our store consistantly



Does

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



Thinks

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

They think of good taste

They think of cheaper price

They think of Satisfaction

They would fear of not buying a good product

They would frustrated when our services Are not that good

They feel good when we satisfied their needs



Feels

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

