



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?

Communication
an sales trends.

Good
analytial
ability

Assessing
the potancial
of new
offering.

Understanding
customer
needs an
getting new
product.

Consultative
approach
collaboration
closely with
client.

It posits that the markets
are in fact rational, at any
time reflecting the mean
or median of a normally
distributed set of risk and
return expectations from a
mix of market participants.

Market
Research

Market research alone
won`s cause your
Business to succeed-but
it will give you the
information you need to
market strategice
decisions that will steer
your company to success.

Feel marketing
refers to marketing
and advertising
efforts that primarily
use emotion to make
your audience.

Decide to
proceed the
market research
services.

Data
available on
the overall
market.

Emotional
marketing
typically tops into
a singular
emotion.

Like,happiness,sadness,anger
to elicite a consumer
response



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?