



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?



sale of goods to retailer to industrial

Wholesaling is buying goods in bulk quantity

sale of goods to retailer commercial

sale of goods to retailer other professional businessman

Wholesaling is buying goods in directly from the manufacturer

Wholesaling is buying goods in directly from the source

Buying product with discount rate

Increase income source

Marketing changes

To give best product to buyers

Increase prodction cost

Demand



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?