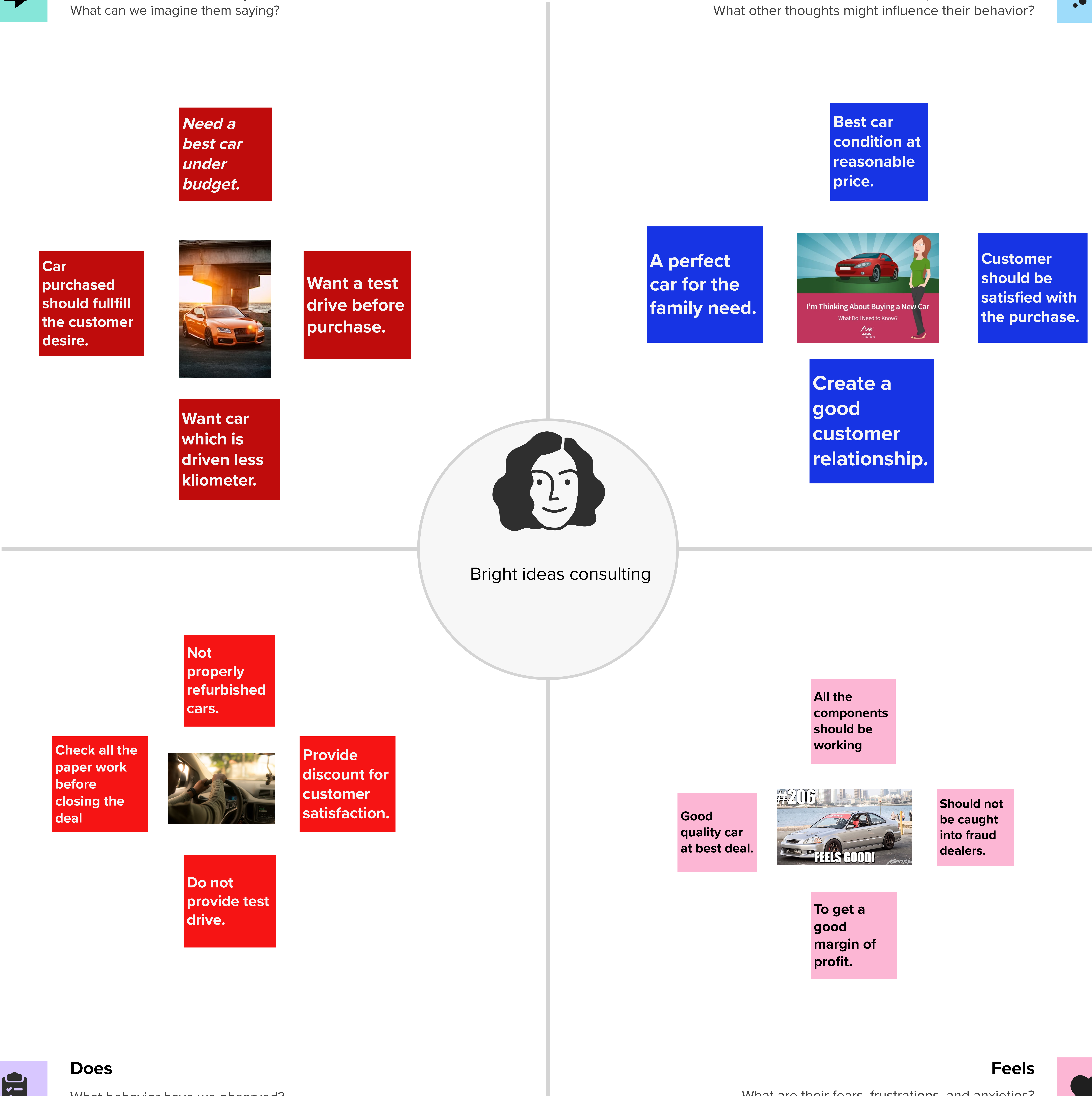




Says
What have we heard them say?
What can we imagine them saying?



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



*Need a
best car
under
budget.*



Car
purchased
should fullfill
the customer
desire.

Want a test
drive before
purchase.

Want car
which is
driven less
kliometer.

Best car
condition at
reasonable
price.

A perfect
car for the
family need.



Customer
should be
satisfied with
the purchase.

Create a
good
customer
relationship.


Bright ideas consulting

Not
properly
refurbished
cars.

Check all the
paper work
before
closing the
deal



Provide
discount for
customer
satisfaction.

Do not
provide test
drive.

All the
components
should be
working

Good
quality car
at best deal.



Should not
be caught
into fraud
dealers.

To get a
good
margin of
profit.



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?