



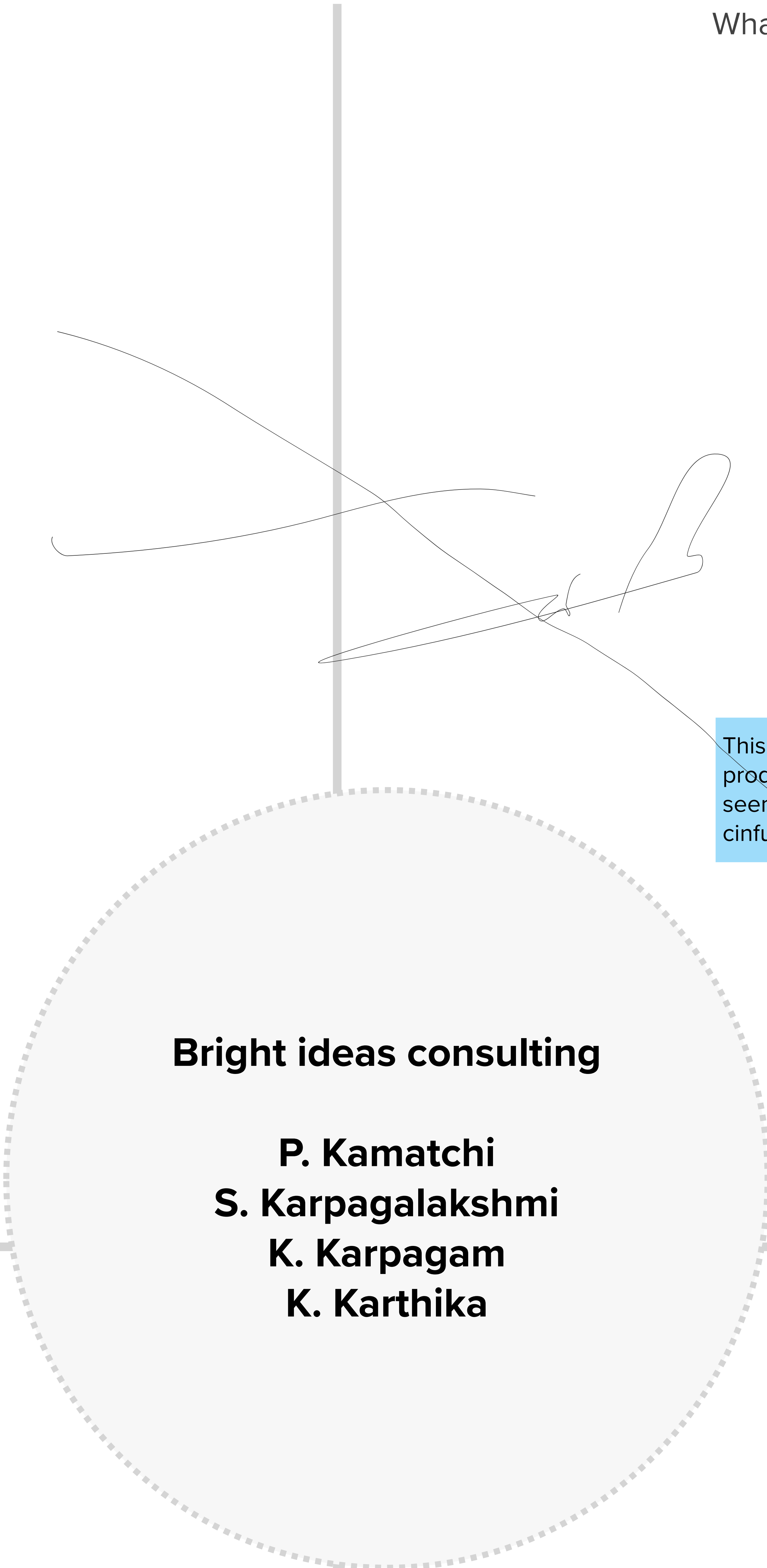
Says

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?



How much  
doesthis  
cost?

I want to try  
out the  
product.

This is too  
expensive?

Wow !this  
sales  
process is  
great!

This  
product  
seems  
cinfusing...

I wonder if  
there's a  
better  
alternative

Purchase  
product

More  
research

Ask for a  
free trial

This was a  
great  
purchase

Anxious

Excited



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?