



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?

Car purchased should fullfill the customer desire.



Want a test drive before purchase.

Want car which is driven less kliometer.

Need a best car under budget.

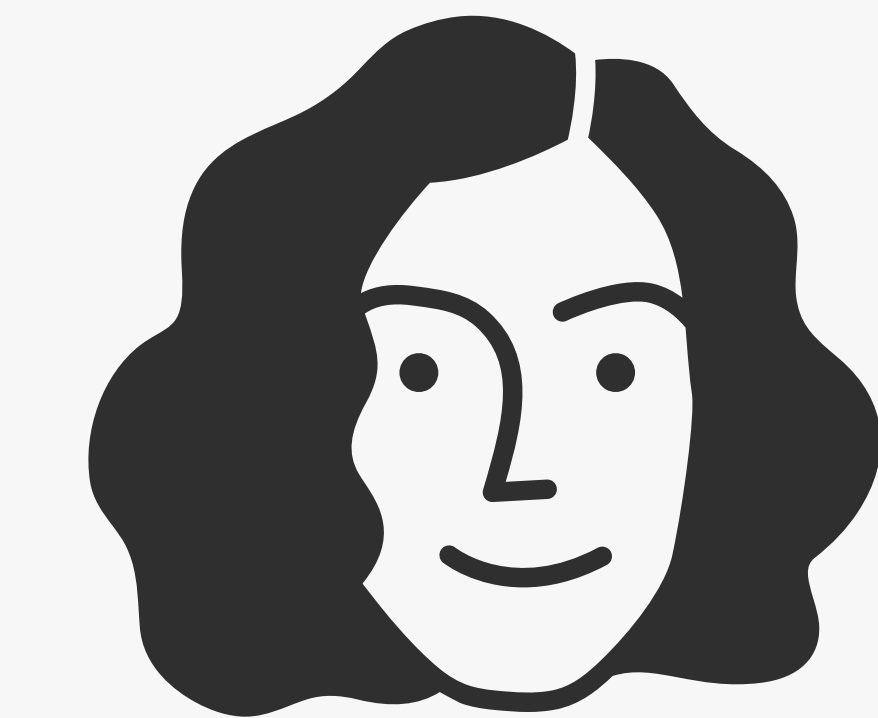
A perfect car for the family need.



Customer should be satisfied with the purchase.

Create a good customer relationship.

Best car condition at reasonable price.



Monika's Team

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?

[See an example](#)