



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?

Do you have any special deals?

I want to try out the product

How much does this cost?

How to I buy this?

This is too expensive

What should I use the product

Is there any customer support available?

This product seems confusing

Wow!This sales process is great

I Wonder if there's a better alternative

Estimation of business expenses

Purchase product

Ask for a free trial

More research

Walks away from the product

Lists position

This was a waste of money

This was a great purchase

Excited

Anxious

Overwhelmed

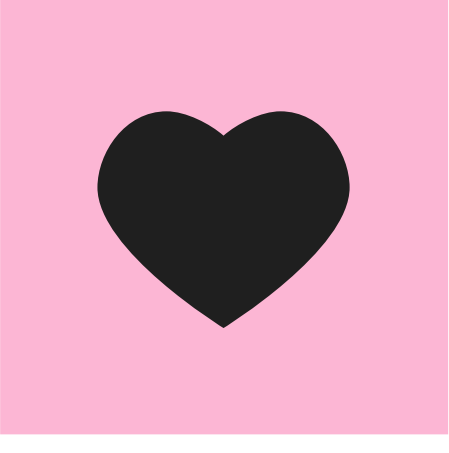
Type your paragraph...

Type

ng...



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?