

## WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

Wholesale customer

They are in a competitive marketplace with many different suppliers to choose from.

supply chain, connecting suppliers with retailers and other businesses



## What do they HEAR?

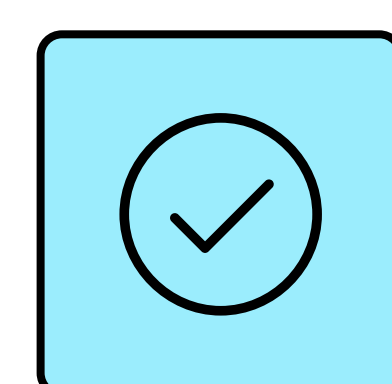
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

They are hearing that the marketing is not done properly

They are hearing that they can expect to get the best possible products and services from wholesale suppliers.

They want to work with wholesale suppliers that can provide tailored solutions.

suppliers should provide quality products with discounts



## What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

Talking to other businesses about their experiences with wholesale suppliers.

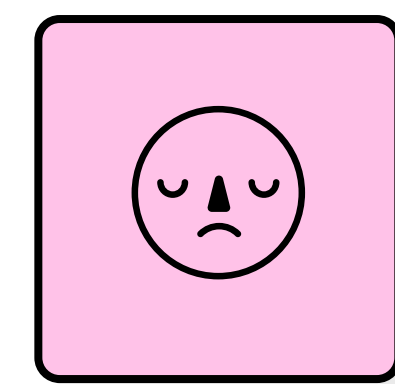
Comparing prices from different wholesale suppliers.

## GOAL

### What do they THINK and FEEL?

#### PAINS

What are their fears, frustrations, and anxieties?



Fear of not being able to meet the demands of the customers.

Fear of losing money

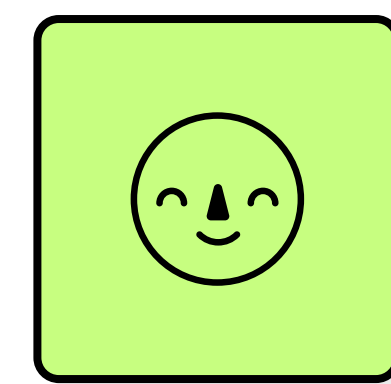
Frustration of dealing with unreliable suppliers.

Anxiety about their ability to compete in the changing marketplace.

Brand loyalty and price sensitivity

Wholesale customers may be concerned about the social and environmental impact of their businesses.

Ease of ordering, fast delivery, and flexible payment terms.



#### GAINS

What are their wants, needs, hopes, and dreams?

They want high-quality products and services at competitive prices.

They want to be able to easily find the products they need and place orders quickly and easily.

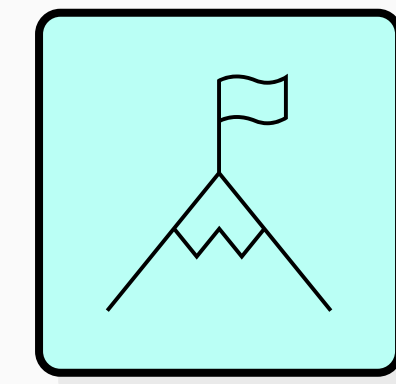
They want to receive their orders promptly and in good condition.

They want to have access to excellent customer service.

Wholesale customers need to adapt to the changing marketplace and leverage technology to their advantage

## What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

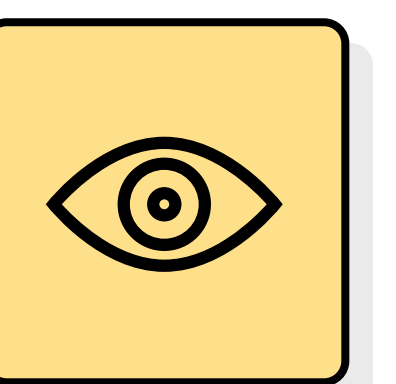


Wholesale customers need to make decisions about supply partners, marketing, products and services to offer.

Wholesale customers see other businesses using machine learning and other advanced technologies.

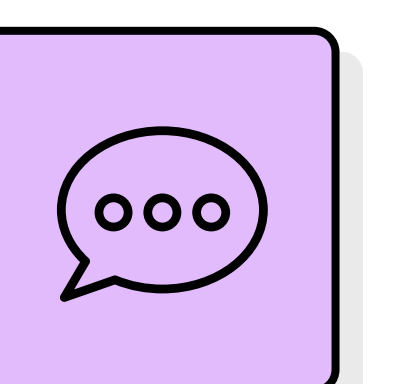
Wholesale customers might see that their customers are becoming more demanding and expecting a more personalized experience.

Wholesale customers see a competitive marketplace with many different suppliers to choose from



## What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?



## What do they SAY?

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

I need a supplier that can provide me with all the products I need.

I need a supplier that can understand my specific needs and provide me with tailored solutions.

Negotiating with wholesale suppliers to get the best possible price.