



## Says

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

Analyzing spend helps businesses realize sales objectives and where marketing can be improved to match those objectives

It makes you think in the way which is not standard for people

You heard information from a source other than yourself

## Thinks

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



A market analysis is a thought assessment of a market within a specific industry

A market analysis has many benefits, such as reducing risk for your business and better informing your business decisions

**Market analysis is a detailed assessment of your business's target market and the competitive landscape within a specific industry.**

Unveriling Market  
Lnsights Analysing  
Spending Behaviour  
And Ldentifying  
Opportunities For  
Growth

Postures  
movement  
nonverbal and  
verbal behavior

The result a  
'mental workplace'  
a neural network  
that coordinates  
activity across  
multiple regions of  
the brain

Our thoughts  
create our  
feeling and  
our feeling  
drive our  
behavior

People can  
improve their  
own imagination  
capacities and  
learn to be better  
imagers



## 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?



Inner directed  
negative  
emotions like  
guilt  
embarrassment  
and shame

Fear is an emotion  
reaction to a  
specific real danger  
while anxiety is an  
excessive and  
unfocused fear that  
may be triggered by  
variety of stimuli