

What does the customer

THINK & FEEL?

what really counts
major preoccupations
worries & aspirations

What does the customer

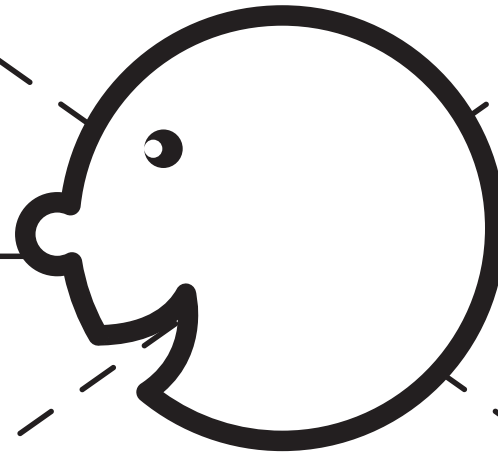
SEE?

environment
friends
what the market offers

What does the customer

HEAR?

what friends say
what boss says
what influencers say



What does the customer

SAY & DO?

attitude in public
behaviour towards others
measures of success

customer's name

background