What Does Your Customer Want?

Brainstorm what your customer really wants when purchasing a product or service that you offer. Typically people are in search of products and services to help them survive and thrive - they are not truly buying your product or service, but what it offers or represents in their mind. ie: leadership

Write out what your customer is really looking for when they buy your product or service. You are not required to complete all 24 spots - write as many reasons as you can think of.

SURVIVE

THRIVE



From the choices above, choose 2 - 4 of the strongest reasons people buy your products or services to survive and thrive.

What is it that your customer wants?

