

CHAPTER 3 EXERCISE

Take Action :

Exercise Questions: Analyzing customer behavior and enhancing product appeal for potential buyers

What are the reasons people buy your product? If unclear, how can you better understand their motivations?



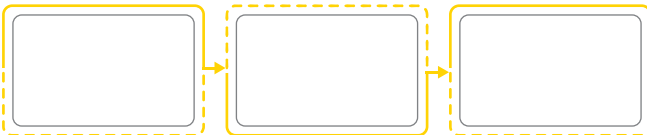
What are the reasons people do not buy your product? If there are barriers, how can they be mitigated?



Why might customers prefer competitors? If there are advantages, how can you match or exceed them?



What are three strategies you could employ to increase your product's attractiveness to potential buyers?



How can you increase motivation for purchases? If methods are lacking, what new strategies could be deployed?

