

Problemy / potrzeby klienta



Problem jawny: co klient sam mówi o swoim problemie? Jak to wyraża? Jak się czuje teraz mając ten problem?

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Problem głębszy: co to o nim mówi?

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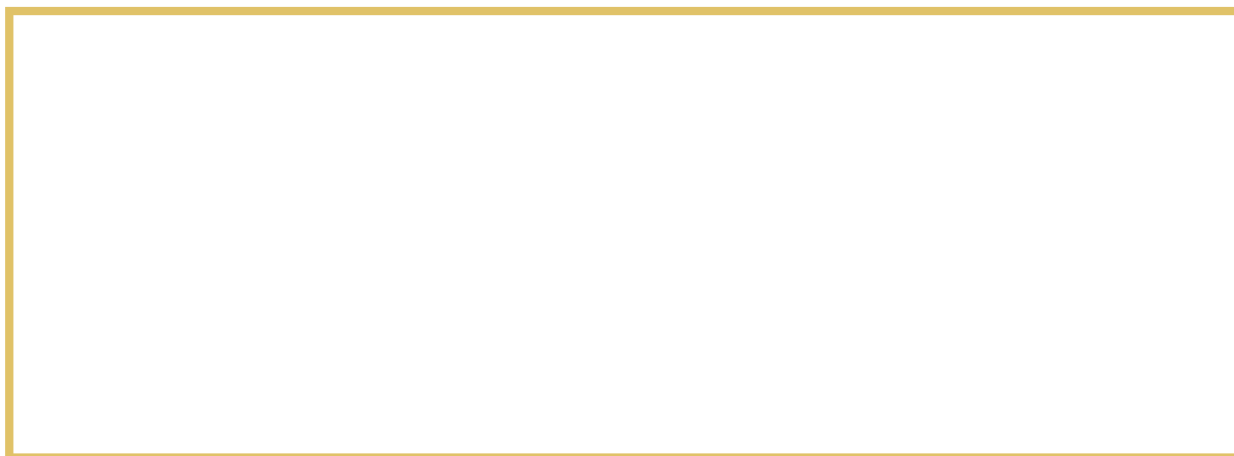
Problem egzystencjalny: kim klient chce być?

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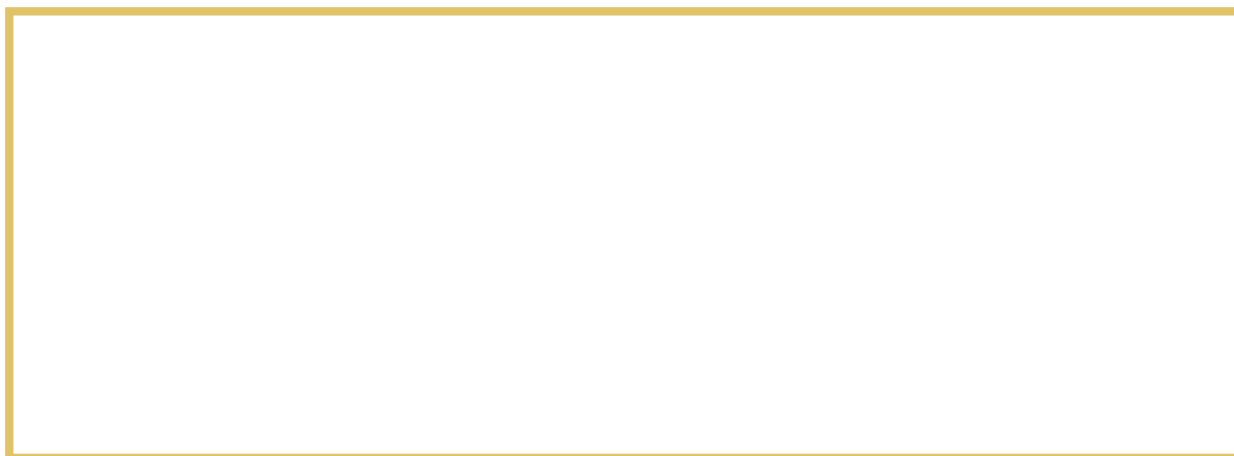
Język klienta

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O co klient pyta?

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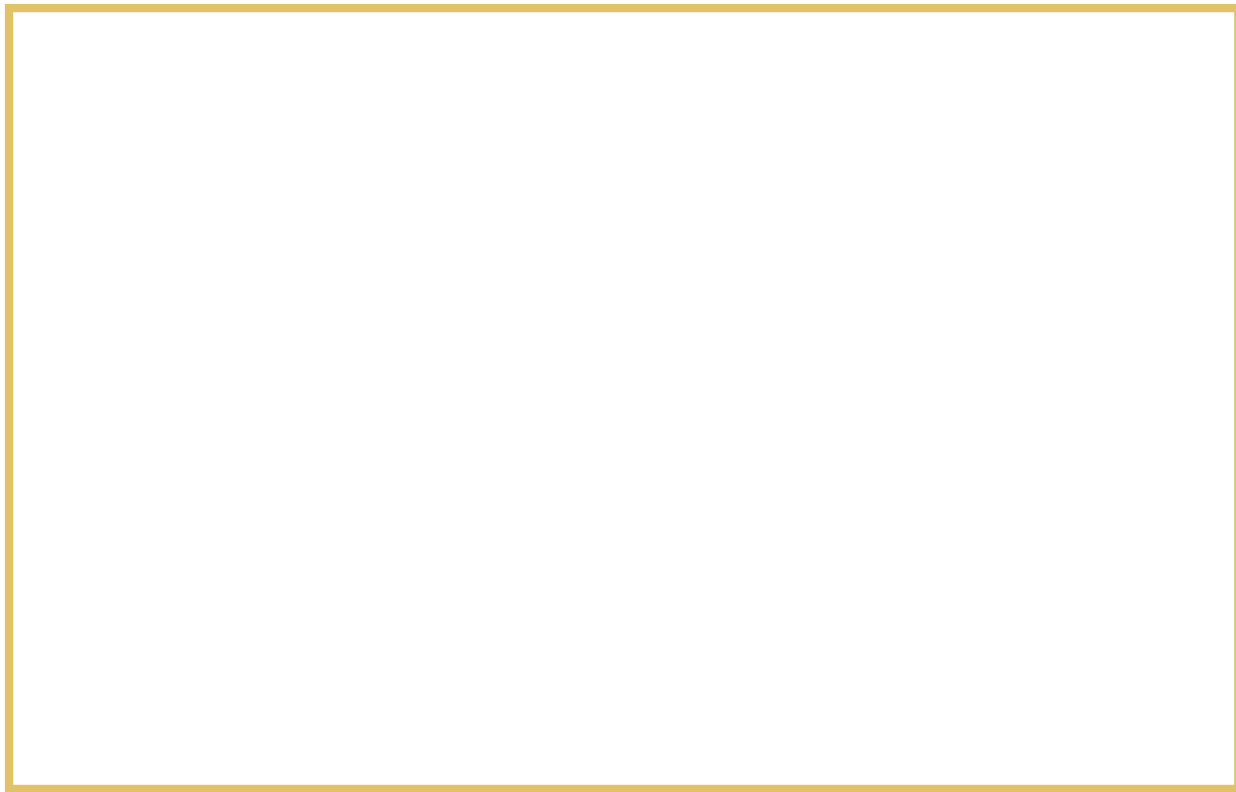
Czego szuka?

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Jak pyta?

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Gdzie jest mój klient



Miejsca w sieci:

