

**SEE THE
WORLD FROM
YOUR
CUSTOMER'S
PERSPECTIVE**

Thank you for attending the
Australian Food and Grocery Council Event
Oct 29, 2020

**HERE'S A CUSTOMISED EMPATHY
MAP SO YOU CAN B2B CLOSER**

[HOLLYRANSOM.COM](https://www.hollyransom.com)

**EMPATHY
CALIBRATION**

WHO IS OUR CUSTOMER?

HOW ARE THEY JUDGING THEIR OWN SUCCESS?

What makes them fist pump the air?

WHAT ARE YOUR CUSTOMER'S **GAINS**?

WANTS, NEEDS, HOPES & DREAMS

What value are they really looking for?

VALUE
COMMUNITY
ENABLEMENT
SEAMLESSNESS
UX
SUSTAINABILITY
VALUES
DEMAND
SENTIMENT

WHAT WOULD THEY ADVOCATE FOR?

WHAT DO THEY CARE ABOUT ENOUGH TO CHAMPION?

How can we represent their truth?

WHAT DO THEY NEED?

WHAT DECISIONS COULD THEY MAKE DIFFERENTLY?

What gives them confidence to change?

WHAT ARE YOUR CUSTOMER'S **PAINS**?

FEARS, INSECURITIES, THREATS, FRUSTRATIONS

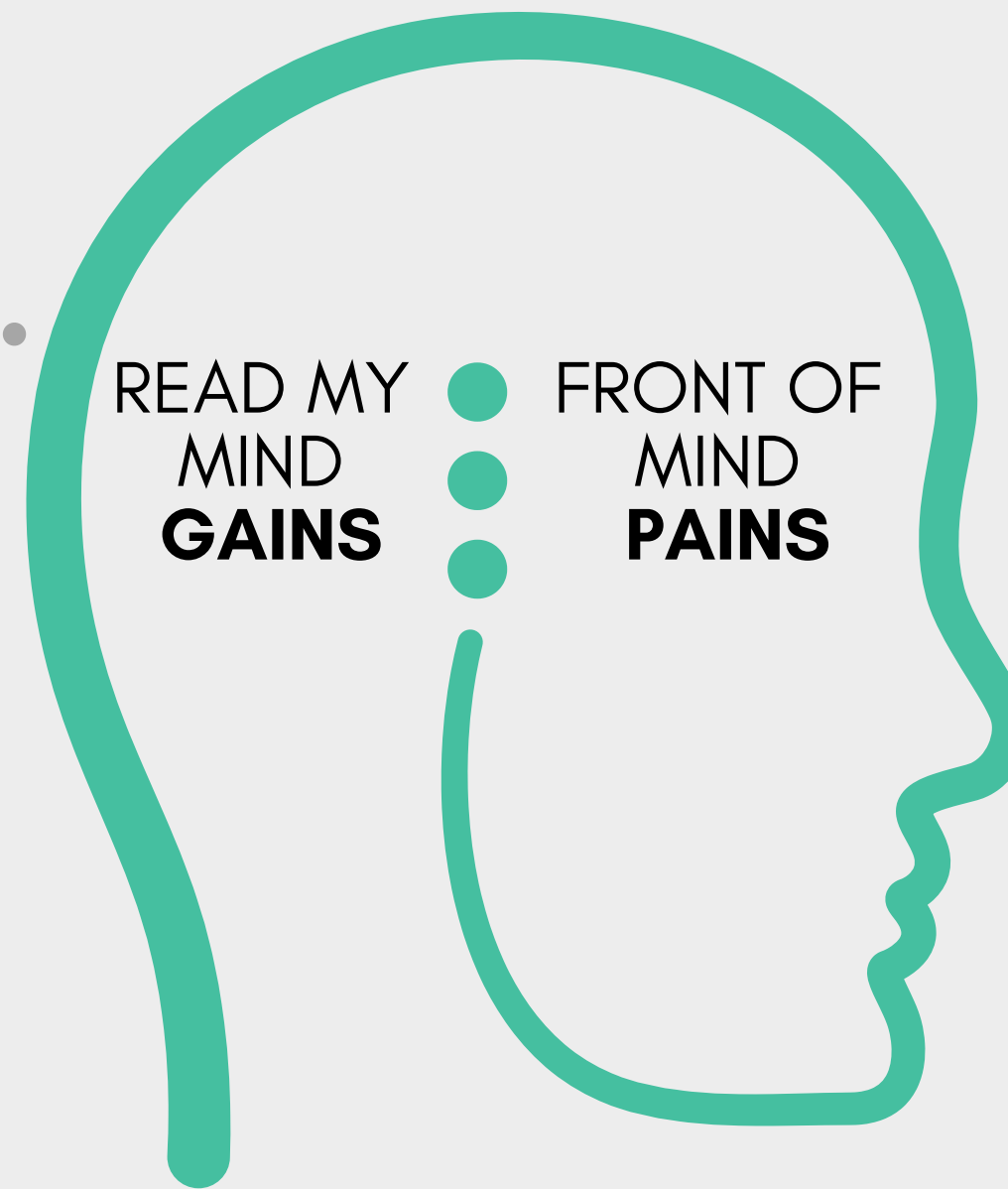
What motivates their choices?

PRICE
PROCESS
DATA
FEEDBACK
SERVICE
ACCESS
EXPECTATIONS
SUPPLY
TIMELINESS

WHAT WORLD ARE THEY LIVING IN?

WHAT DOES THEIR ECHO CHAMBER TELL THEM?

How can we interrupt their assumptions?



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