

Quickly Map 4 Influencing Factors: Prepare to Persuade

Fill in:

#1 Personal Needs				
#2 Past Experience				
#3 Word-of-Mouth (WOM) Communications				
#4 External Communications				
Understand First	Enter (-/+) Personal need(s) here	Enter (-/+) Past experience(s) here	Enter (-/+) WOM communications here	Enter (-/+) External communications here
Requests Consider				
#4 External Communications	Enter mitigation/avoidance for (-)s, build on (+)s			
#3 Word-of-Mouth (WOM) Communications		Enter mitigation/avoidance for (-)s, build on (+)s		
#2 Past Experience			Enter mitigation/avoidance for (-)s, build on (+)s	
#1 Personal Needs				Enter mitigation/avoidance for (-)s, build on (+)s