



Instinctive**CHOICE**

## Emotional Tools

Emotional Profiling™

Preference  
Prioritiser™

Emotional  
Benchmarking™

Emotional Gap  
Analysis™

Customer Glue™

Web Glue™

# Preference Prioritiser™

## What do your customers really want?

Finding out what customers really want is much harder than it sounds. Customers often don't know what they want and when they do, it can be hard to put their wants into words. And even when their wants have been expressed, difficulties remain in understanding their preferences and priorities.



The challenge in understanding what customers really want is to penetrate the conscious layers of the thought and communication to extract meaningful information about customers. Our approach short-circuits the natural tendency of customers to want most things that are offered and their inability to prioritise elements within such offerings.

*“Preference Prioritiser™ dips into the customers’ unconscious to reveal their wants, preferences and priorities.”*

## Emotional Insight

- Cut to the chase and find out what customers really want
- Ensure all functional needs are understood and satisfied
- Use resources more efficiently to meet customer wants, preferences and priorities