

# THE "WHY" LOOP

UNDERSTANDING WHAT BUSINESS YOU ARE REALLY IN?

USE THIS PROCESS TO HELP UNDERSTAND WHAT CUSTOMERS ARE REALLY BUYING  
AND HOW TO DEFINE YOUR REAL VALUE PROPOSITION.

## THE CUSTOMER OFFER

*What are they buying?  
Clarity Around the actual Product or Service*

## HOW

*How do they use it or how it  
solves a need or problem they have?*

## WHY

*Why they need to solve the problem*

## WHY

THE  
WHY  
LOOP

## WHY

## WHY

KEY FACTORS THAT CAN BE USED TO IMPROVE ENGAGEMENT?

## RATIONAL & PRACTICAL

## REASONS TO BUY

*Customer decision making process connects  
with product / service*

**USP**

**FEATURES**

**BENEFITS**

## UNDERSTANDING

## WHY

*The WHY loop wil go through  
several stages, moving from practical need  
and why a basic problem needs to be  
solved, through to to how it may impact on  
the business / staff, how this impacts of  
individuals their families and community.*

*Each time we go through the loop, we  
reveal more about the ways in which we can  
connect with the customer, and also how  
the product or service has the potential to  
impact positively on their life.*

*Ultimately we get to a point where there is  
an emotional driver that connects on a  
human to human feeling level.*

*Through the process it is important to  
consider what would happen if the customer  
didnt have access to your product or service,  
what would happen if your product failed...  
where would the customer be?*

**emotiveGROUP**