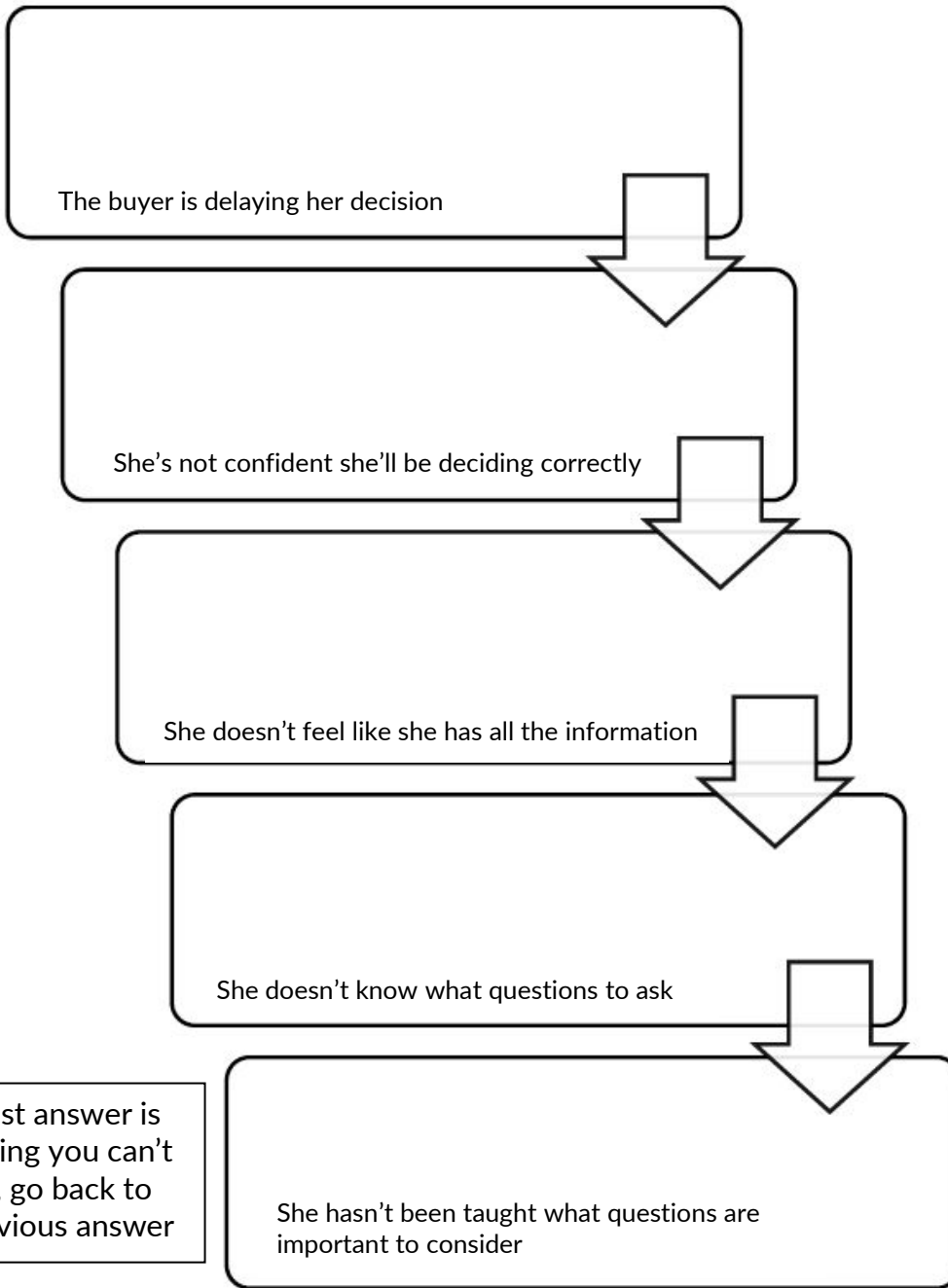


Full article explaining this strategy-
<http://bit.ly/ss-5whys>

Example - the customer wants more time to “think it over.”



Tangible
or
Superficial

The 5 Whys

Behavioral