

Determining Needs

Based on what you read about Maslow's hierarchy of needs, determine the primary needs being expressed by the following customer statements. (The answers are at the end of the worksheet.)

Customer Statement	Need
1. <i>I have a very important interview with a recruiter at a Fortune 500 company, so I'm looking for a new tie that will send just the right message.</i>	_____
2. <i>Can you point me in the direction of the rest room?</i>	_____
3. <i>I have a date with this really great guy, and I need a killer dress. Can you help?</i>	_____
4. <i>Do you think that this suit makes me look fat?</i>	_____
5. <i>What kind of warranty does this product carry?</i>	_____

Answers:

1. *Self-actualization*, from the standpoint of wanting to get a better job and reach a higher goal, and esteem, from the perspective of wanting the recruiter to be impressed.
2. *Physiological*, based on biological need.
3. *Social*, from the standpoint of wanting to be accepted and to fit in.
4. *Esteem*, based on concern for the opinion of others and self-esteem, because this person wants to think that he or she looks good.
5. *Safety*, based on concern that protection is needed if something goes wrong.