



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

It tells apout  
us(experience  
skills,work history)

It says a detailed  
record of  
qualification

Perfection

It shouldd  
grab the  
employer's  
attention

Marketing  
Tool



Divakar K

III-B.A.Tamil

It helps to  
make in  
hiring  
decisions

It acts as a tool  
for selecting the  
correct person

Courage

It experience  
a combination  
of admiration  
and  
anticipation

Confident

Sense of  
excitement



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?