## Says

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

> They says about salesforce

Functions of the Salesforce

Learning Tools and service of Salesforce platform

Introduction of Trialhead

## **Thinks**

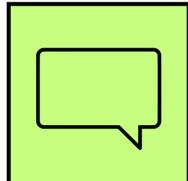
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

To improve customer managemnt

Holistic understanding of customer

To know about multiple customers interactions

To learn about app deveopment in salesforce





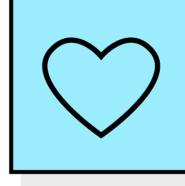




Observe that growth of salesforce

Observed about applications of CRM

We imagine that they managing customers data with the help of CRM



They fears when they are not know about the process to do with the customers data

They feels frustration when they have too much work to do

They influenced when they know more about customers' personal data

## **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?