



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?



Feels

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



Does

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



We are Hiring sales executive from different education field

Female candidates are from medical ,life science and other field

Employees are from any education qualification under life science

females employees from R&D department can apply for this job role

We are hiring employees from life science

We are hiring only female employees

Both female&male applied for this job

We are hiring sales executive for sales department

Employees must have Associates degree, Master's degree,Bachelor's degree from life science department

Females employees of age between 25 to 50 are more interested to apply for this job

Availability of women employees of this job role is plenty

Availability of women employees of this job role is plenty