



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?



Persona's name

Short summary of the persona

Most enterprises surveyed report their sales cycle getting longer.

You are spending too much time on unqualified prospects

Team members are working at cross purposes.

There is not enough organic web traffic to support Sales efforts.

sales team with sophisticated solutions often need to execute demos at the client office.

your web based sales and marketing collateral lot of heavy lifting.

Breaks the sales persons into two or more teams.

Build your network to share the brand with potential customers and educate them about your product or service.

companies often offer discounts to encourage customers to make larger purchases.

Motivated staff members who are positive and productive can help generate more sales.

To build its audience and encourage customer loyalty.

Provide a money back quarantine.