Team members

cross purposes.

your web

based sales

heavy lifting.

and marketing

collateral lot of

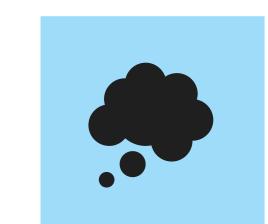
are working at

sales team with

sophisticated

solutions often

What other thoughts might influence their behavior?



Most enterprises surveyed report their sales cycle getting longer.

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

prospects

You are spending too much time on unqualified

> need to execute demos at the client office.

Persona's name

Short summary of the persona

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

Motivated staff members who are positive and productive can help generate

Does

more sales. What behavior have we observed? What can we imagine them doing?

service.

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

To build its audience and encourage customer loyalty.

Provide a money back quarantee.

Feels

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



