



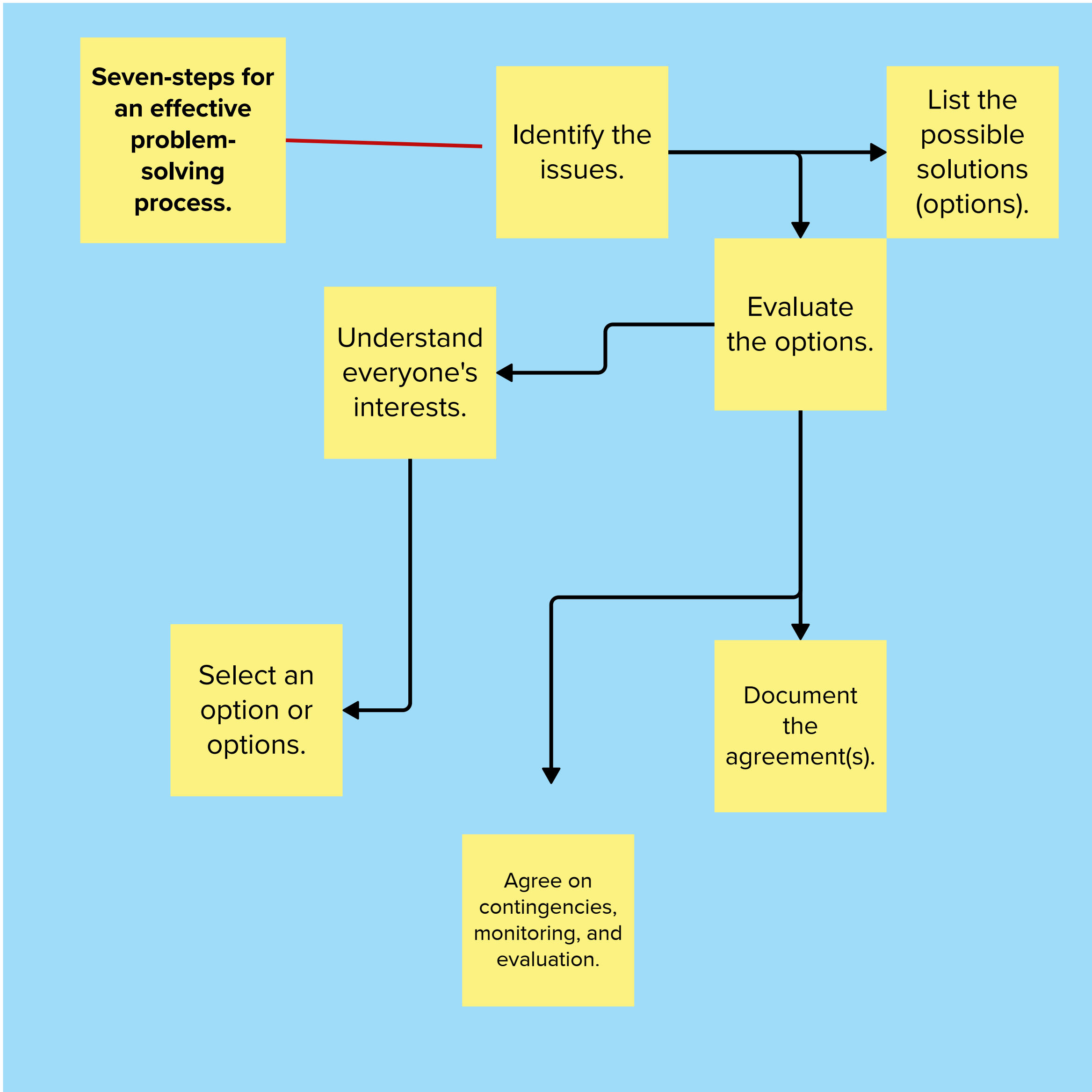
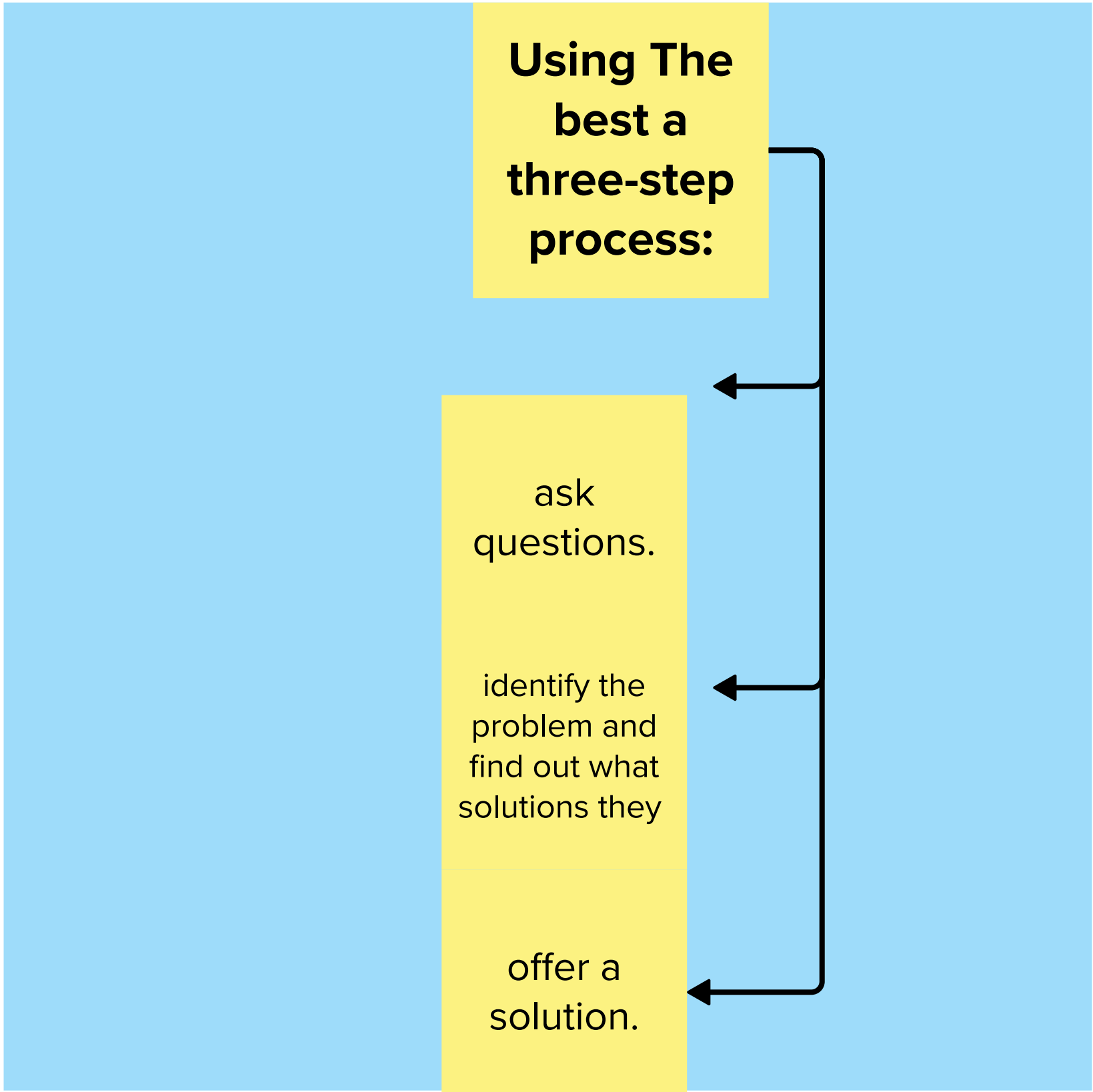
**Says**  
What have we heard them say?  
What can we imagine them saying?



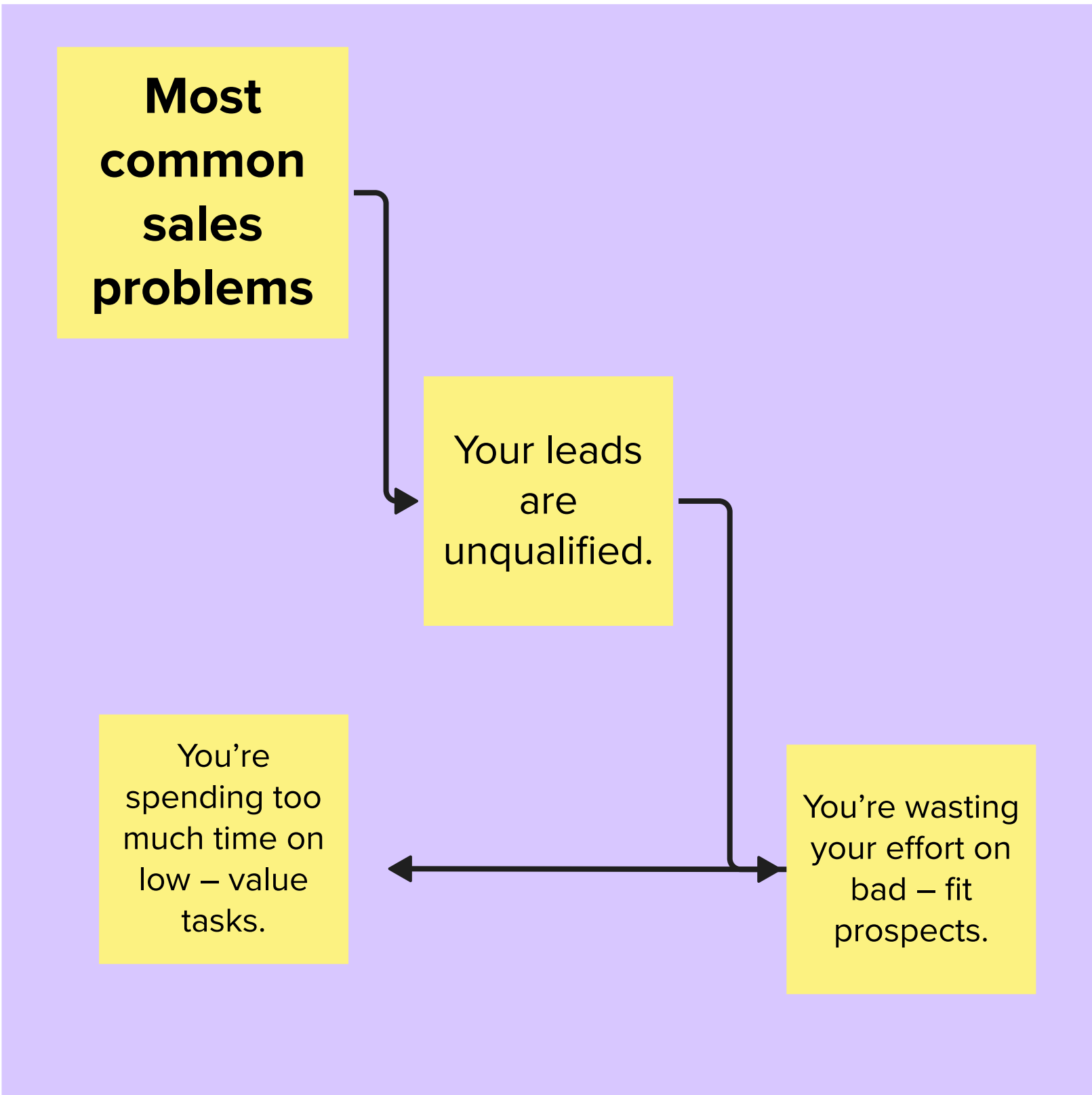
**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

In order to increase sales, it is important that you focus on solving the customer's problem.

Your sales process is way too long. You don't have enough leads. Your leads are unqualified. You're wasting your effort on bad - fit prospects.



SALES EXECUTED



The sales industry is full of myths and misperceptions. If you've never worked in sales, you likely have an image of a used car salesman in your head, complete with a phony smile and aggressive sales pitch.

Salespeople are the vanguard of your organization, reaching out, shaking hands (often virtually), and bringing customers into the fold.



**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?