



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?



Studying a company's target market and identifying avenues to generate new lead

They manage relationship with customer serving as the key point of contact, from initial lead out reach to when a purchase is ultimate

SS

Sales products or services for a company and represents their brand

Sales suits me well



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?

[See an example](#)