



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?

sells products
or services for a
company and
represents their
brand

Salespeople need to
retain a lot of
information and
master the right
sales skills to
consistently hit their
numbers

initial lead
outreach to
when a purchase
is ultimately
made.

They manage
relationships
with customers,
serving as the
key point of
contact

Reps constantly
need to develop
their product and
market expertise.

learn new
company
messaging
and value
propositions



and hone
conversational
skills to have
more meaningful
interactions with
buyers.

Serves
customers by
selling products
and meeting
customer needs

Ability and
willingness to
listen. ...
The ability to
maintain focus. .

Strong
communication
skills. ...
Creativity.

Performing cost-
benefit analyses
of existing and
potential
customers

Confidence. To
be successful,
you need people
to believe in you
and the product
you're offering. ...



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?