

Using Loom to send personalized weather report to customer

		What They Care About	Relevant Challenge	New Thing Can Do	Promised Value
User	<div>Persona</div> <div>Sales & Rap</div>	<div>Context</div> <div>Handling a high volume of customer communication</div>	<div>Problems</div> <div>Emails get ignored by prospectes</div>	<div>Capability</div> <div>Create and send personalied weather report</div>	<div>Benefits</div> <div>Increase the response rate to your messages</div>
Champion	<div>Persona</div> <div>Director Of Sales Enablement</div>	<div>Context</div> <div>Always trying to optimize the sales experience</div>	<div>Problems</div> <div>Hards to it know what is working and what isn't</div>	<div>Capability</div> <div>Track performance of report in the sales cycles</div>	<div>Benefits</div> <div>Increase visibility on what is working to improve to improve messages</div>
Decision Maker	<div>Persona</div> <div>CRO</div>	<div>Context</div> <div>Focus is on closing deals and hitting revenue targets</div>	<div>Problems</div> <div>Struggle to move deals through the pipeline</div>	<div>Capability</div> <div>Enable your reps to create better messages that motivate action</div>	<div>Benefits</div> <div>Increase the engagement % of your reps activities</div>
Finacial Buyer	<div>Persona</div> <div>CFO</div>	<div>Context</div> <div>Cost reduction and ensuring that everyone purchase has a return</div>	<div>Problems</div> <div>Sales operations costs are already</div>	<div>Capability</div> <div>Connect sales rep engagement increase to bottom line</div>	<div>Benefits</div> <div>Better defend purchase to the board</div>
Technical Influencer	<div>Persona</div> <div>Head Of IT & Security</div>	<div>Context</div> <div>Risk reduction</div>	<div>Problems</div> <div>Hards to ensure that reps don't share sensitive data</div>	<div>Capability</div> <div>Encrypt all messages and login credentials</div>	<div>Benefits</div> <div>Reduse risk profile of messages</div>