



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?

Builds business by identifying and selling prospects; maintaining relationships with clients.

Sales Executive is a professional who sets annual sales targets for the company and works towards achieving them with the assistance of the Sales Manager & Sales Associates.

A Sales Executive is a professional who sets annual sales goals for the company and works towards achieving them with the assistance of the Sales Manager & Sales Associates.

A good Sales Executive's traits are empathy, focus, optimism, and a sense of responsibility.

The most important of which is empathy, as it is needed to identify with customers and assist with the challenges they are looking to solve

Their duties focus more on management than buying & selling because it's about getting everything set up correctly- not necessarily dealing directly with consumers.

A Sales Executive makes sure that all of the business' needs for profit turning are met. They run departments that offer goods and services, such as retail stores, to help companies profit through sales.



SALES EXECUTIVE

Short summary of the persona



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?