What other thoughts might influence their behavior?

Sales Executive is a

professional who sets

annual sales targets for

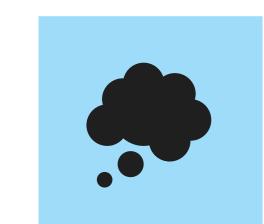
the company and works

towards achieving them

with the assistance of

the Sales Manager &

Sales Associates.



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

Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.

SALES EXECUTIVE

Short summary of the persona

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.

A Sales Executive is a

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.

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

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



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



