Sam

Job Title
Sales Rep

Age
25 to 34 years

Highest Level of Education
Doctorate (e.g. PhD, EdD)

Social Networks

Industry
Finance

Organization Size
1001-5000 employees

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media
- Face-To-face

Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems.
- Content Management Systems.
- Cloud-Based Storage & File Sharing Applications .
- Business Intelligence Dashboards.

Job Responsibilities

1. Analyzing the population information: review the population information for the top populated countries in the world and identify those that are most relevant to their products or services.
2. Conducting market research: conduct further research to gain a deeper understanding of the market and its unique characteristics. This might include studying the competition, analyzing consumer behavior, and evaluating economic conditions.
3. Creating a sales strategy: create a sales strategy that outlines how they plan to enter and succeed in each market.

Their Job Is Measured By

1. Understand the customer's requirements and provide them with the relevant information and insights related to the population data.
2. Provide customers with access to the population information system, and assist them with any queries or technical issues they may encounter while using the system.
3. Work with the development team to identify and prioritize new features and improvements for the system that would help increase its usability and value to customers.
4. Create training materials and user manuals for the system to help users understand how to use the system effectively.

Goals or Objectives

1. Quickly identify and focus on the top most populated countries to target their sales efforts more efficiently.
2. Access accurate and up-to-date population information to better understand potential markets and make informed sales decisions.
3. Track changes in population data over time to identify trends and adjust sales strategies accordingly.
4. Maximize revenue by prioritizing sales efforts in countries with higher populations and potential for growth.
5. Collaborate with other teams or departments to ensure a coordinated approach to sales targeting and market analysis.

They Gain Information By

1. Conducting research online: use various online resources such as company websites, industry reports, and databases to gather information about the top populated countries in the world.
2. Speaking with colleagues: speak with colleagues who may have relevant knowledge and experience to share. This can include other sales reps, marketing professionals, or product specialists.
3. Attending trade shows and conferences: attend trade shows and conferences related to the industry to gather information and network with other professionals.
4. Engaging with customers: gather information from customers by asking questions and listening to their needs and preferences. This can help provide relevant information to the customer.

Biggest Challenges

Accessing accurate and up-to-date population data for the countries of interest. This could involve navigating various data sources and ensuring that the data is reliable and trustworthy.

Needs and expectations

1. Quick access to the required information: he needs the system to provide the required information quickly and efficiently so that he can use the data during the sales pitch.
2. Accurate and up-to-date information: he needs the information to be accurate and up-to-date as this will impact the reliability of his sales pitch.
3. User-friendly interface: The system should have a user-friendly interface that is easy to navigate and understand, as this will save the sales rep time and reduce the chances of errors.
4. Customizable reports: he may need to create customized reports based on his specific needs and preferences.
5. Secure access: he needs secure access to the system to protect confidential information and ensure data integrity.
6. Integration with other tools: he may use other tools and software as part of his sales process, and so the system should be easily integrated with these tools.
7. Reliable and responsive support: In case of any issues or questions, he needs reliable and responsive support from the system's administrators.

Anxieties and motivations

anxieties may include:

1. Fear of not meeting his sales targets or not performing well in his role.
2. Concerns about whether he has the necessary skills or knowledge to effectively sell to clients.
3. Anxieties around being able to answer client questions or objections about the product.

motivations may include:

1. The desire to succeed and meet his sales targets to achieve job security and recognition within the company.
2. A passion for the product he is selling and a desire to share its benefits with others.
3. A drive to learn and improve his sales skills to become a better salesperson and achieve personal growth.

Scenario

One day, John's manager assigns him the task of identifying the top 10 populated countries in the world. John decides to use the new system that was recently implemented to access the necessary data.

He logs into the system and navigates to the section where he can view the top N populated countries in the world. He enters the value "10" for N and clicks the search button. The system generates a report that lists the top 10 countries in the world by population, along with other relevant information such as their continent, region, population, and capital.

John reviews the report and notes down the names of the top 10 countries. He then starts conducting research on these countries to learn more about their culture, market trends, and consumer preferences. Based on his findings, John creates a sales strategy for each of these countries and starts pitching his products to potential customers.

User Story

This user story refers to the requirement of being able to retrieve information on the top N populated countries in the world, where N is specified by the user. This feature would be useful for users who want to focus on a specific number of countries based on their population size.

For example, if a user wants to see the top 5 most populated countries in the world, they would input "5" as the value for N. The system would then retrieve and display the names of the top 5 countries in the world based on their population size.

To implement this feature, the system would need to have a query that retrieves the population data for all countries in the world and sorts them in descending order by population. The system would then return the top N countries as specified by the user.