

Sample Sally



- **BACKGROUND:**
- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

- **DEMOGRAPHICS:**
- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

- **IDENTIFIERS:**
- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



Sample Sally

- **GOALS:**
- Keep employees happy and turnover low
- Support legal and finance teams

- **CHALLENGES:**
- Getting everything done with a small staff
- Rolling out changes to the entire company

- **HOW WE HELP:**
- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems



Sample Sally

- **REAL QUOTES:**
- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”
- **COMMON OBJECTIONS:**
- I’m worried I’ll lose data transitioning to a new system.
- I don’t want to have to train the entire company on how to use a new system.



Sample Sally

- **MARKETING MESSAGING:**
- Integrated HR Database Management
- **ELEVATOR PITCH:**
- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.





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