

|  |  |  |
| --- | --- | --- |
| **Who Cares? Table** | | |
| **Persona** | **Your Solution/Service** | **Why Should They Care?** |
| VP of Sales |  | *[[fill in specific reason]]* |
| Sales Enablement |  | *[[fill in specific reason]]* |
| Chief Revenue Officer |  | *[[fill in specific reason]]* |

Why Should They Care Value Statement: write out your value statement