

Empathy map template

An empathy map is a simple tool that can be a useful addition to a sales enablement professional's arsenal.

Often employed alongside a buyer persona, an empathy map asks sales reps to step into their prospects' metaphorical shoes. The modern seller, more than ever, needs to understand a prospective customer's pain points and concerns. It's not enough to just blindly pitch a product or service.

An empathy map can be an excellent, cost-effective way of getting your sellers to think beyond the pitch and instead focus on the prospect and their needs, wants, and concerns. You can use this empathy map template and fill it in to tailor it to each of your organization's buyer personas.

Prospect type A

Seeing

- Here, list what the customer is seeing in their environment.
- This includes internal and competitor activity, peer activity, and more.

Hearing

- In this section, write what the customer is hearing.
- This can include rumors, industry trends, and other influences.

Doing

- In this section, you should write what the customer is actively doing.
- This may be speaking to multiple vendors, managing other employees, and so on

Thinking

- Here, you should write what your prospects are thinking.
- This could include choice paralysis between products, budget/financial concerns, and more.

Pains

- This section should include your prospective customer's pain points, frustrations, and concerns.

Gains

- This section should include the potential benefits and results of choosing your product or service, and how it would assist.
-