**Disciplined Entrepreneurship Workbook**

# Step 12: Determining the Customer’s Decision-Making Unit (DMU)

## Worksheet

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| Determine the Decision-Making Unit (DMU) | | | | | | | | | |
|  | **End User Persona (Step 5)** | | | **Economic Buyer Persona** | | | **Champion Persona** | | |
| Name | Nikos Georgiou | | | David Ronald | | | Jessica Moore | | |
| Title | Freelancer Web Developer | | | Sales Director | | | Travel Blogger | | |
| Demographic Summary | Male, 35, Cyprus, digital nomad | | | Male, 35, UK, high-income | | | Female, 27, Australia, high-income | | |
| Psychographic Summary | Values sustainability, authentic local experiences | | | Prioritizes speed, efficiency, hates logistics | | | Trendy, social-media driven, cares about aesthetics and brand image | | |
| Proxy Products | Nomad List, Couchsurfing | | | Skyscanner, Concur, Uber Business | | | Instagram, TikTok, Pinterest | | |
| Watering Holes | Reddit, Discord, Telegram | | | LinkedIn, corporate forums, airport lounges | | | Instagram, influencer events, travel expos | | |
| Day In the Life | Starts day in co-working spaces, searches for local eats/hidden gems, manages freelance tasks on the go | | | Juggles meetings, sales calls, trip planning, seeks one-click tools to reduce time waste | | | Posts curated travel content, engages followers, collaborates with brands, always researching the next trendy location | | |
| Priorities (Top 4 in order) | 1. Local experience  2. Simplicity  3. Cost-efficiency  4. Trust | | | 1. Time savings  2. Seamless bookings  3. Team management  4. Cost | | | 1. Aesthetic trips  2. Brand alignment  3. Discoverability  4. Follower engagement | | |
| Key Selling Points to this Person | 1. Community-vetted experiences  2. Integrated local tips  3. Offline usability | | | 1. One-click trip planning  2. Calendar/meeting integration  3. Bulk travel discounts | | | 1. Visual curation  2. Social media  3. Partnership potential | | |
|  | **Primary Influencers** | **Secondary Influencers** | **Veto Power** | **Primary Influencers** | **Secondary Influencers** | **Veto Power** | **Primary Influencers** | **Secondary Influencers** | **Veto Power** |
| **People** | Travel influencers, Redditors | Nomad peers, travel blogs | Low | Admin assistants, finance leads | Exec assistants, HR, finance | High | Other influencers, photographers | Followers, Social media audience | Medium |
| **Organizations** | Nomad List, Remote Year | Instagram | Low | Company HR, procurement | Blogs | Medium | |  | | --- | | Travel brands, tourism boards |  |  | | --- | |  | | TikTok, Facebook | Medium |
| **Info Sources** | Reddit, Nomad communities | Reddit, Nomad communities |  | LinkedIn, industry reports | Industry reports |  | Instagram, YouTube | TikTok, Facebook |  |
| **Others** | Airbnb hosts | Locals |  | Corporate travel policies | Coworkers |  | Content algorithms | Trends |  |

**Qualitative Summary:** ***How would you qualitatively summarize the DMU in three sentences or less?***

**The DMU consists of an adventurous End User (Nikos) who craves authentic, efficient travel support. The Economic Buyer (David) is a corporate decision-maker who prioritizes efficiency, integration, and time-saving features for business travel. The Champion (Jessica) is a social influencer seeking highly visual and shareable experiences and can drive significant organic growth through word-of-mouth. Together, this team represents a blend of lifestyle-driven users, decision-makers with buying power, and brand amplifiers who shape market perception.**

Note that one of the limitations of this worksheet is that it is static, as the roles in an acquisition process can change over time. As you map out the Process to Acquire a Paying Customer in Step 13, you may find it necessary to create additional persona profiles to encompass the multiple stages inherent in some decision-making processes.