



NAME Sally Jones **INDUSTRY/SEGMENT** Chemical

JOB TITLE OR FUNCTION Application Scientist **REPORTS TO** Director of Sales

AGE 42 **EDUCATION** Ph.D. in Analytical Chemistry **YEARS IN THIS JOB** 13

TECHNOLOGY USED Raman Spectroscopy, other data analysis software

TECHNICAL PROFICIENCY

Novice _____ Proficient _____ Expert **X**

Situation

A typical day in the life of your persona

Sally supports strategic customers in the Oil & Gas, Polymer, and Specialty Chemical industries. As part of her duties Sally communicates results regarding Raman Applications to specific clients and to a broader audience at technical conferences.

A typical interaction with your product

Sally performs demonstrations of the instrumentation at client sites. She provides training to clients on the use of the instrumentation and software. (remotely if possible). Sally conducts feasibility studies to determine if Raman Spectroscopy is an effective solution for potential clients or market specific applications.

A perfect day

Successful analysis of customer data using statistics, multivariate calibration software, and spectroscopy software to assist the customer with deployment.

Top of Mind Issues

Not enough time in the day to assist customers, do research activities and be on top of new client interactions.

Other Information

What they read online and offline; member associations

Sally researches competitor's products, better and new ways to approach and solve customer problems with the existing technology. On top of reading the industry specific articles, contributor to user groups as well as the member of the Chemical society. Sally conducts webinars on using Raman Spectroscopy to wide variety of industry and academic users who are involved in process automation.

Budget approval levels and ROI expectations

No authority for budgets

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

Sally is rewarded both by salary and bonus based on the key performance indicators set forth for the Sales team.

Written By Lanka van Dort **Date** 23 Jan 2021