NAME \_\_\_\_Brandon\_\_\_\_\_\_\_\_\_\_INDUSTRY/SEGMENT \_\_\_\_\_\_\_Dedicated Transportation\_\_\_\_\_\_\_

[insert photo]

**JOB TITLE OR FUNCTION** \_\_\_Dedicated Transportation Analyst\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **REPORTS TO** \_\_\_\_Director of Pricing, Director of Sales\_\_\_\_\_\_\_

**AGE** \_\_\_40\_\_\_ **EDUCATION** \_\_\_\_\_\_At least a bachelors, degree\_\_\_\_\_\_\_\_\_\_\_ **YEARS IN THIS JOB** \_\_\_\_10-15\_\_\_\_

**TECHNOLOGY USED** \_\_\_\_\_\_\_\_\_\_Microsoft Suite, Mapping, Data Analysis Tools (PowerBI, Tableau), VRS (Vehicle Routing/Scheduling)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TECHNICAL PROFICIENCY

Novice \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_ Proficient \_\_\_\_\_\_x\_\_\_\_\_\_\_\_ Expert \_\_\_\_\_ \_\_\_\_\_\_\_

### Situation

**A typical day in the life of your persona**

The analyst has several jobs, including modeling current business, working on ways to improve operational efficiency for the fleet or responding to RFPs. The RFP work is pretty regular, and the user typically responds to 3-5 RFPs in a month.

On a normal day, the user will come in, check if any new projects have been assigned and begin to work on projects that were not finished previously. They may or may not be pulled into several meetings, either with a prospect OR the operations group to discuss won/lost bids, active projects or potential areas where modeling could help the organization.

The users will engage with sales, either directly with a customer or using sales/account management as the conduit to have questions about data or the operations answered.

These users could also support implementation of the solution in the case of won bids and will work closely with the operations team.

In some organizations, this person is also in charge of process improvement in the bid analyst workflow.

**A typical interaction with your product**

User imports data into our required format – this process (depending on the input data) could take minutes or hours. The user then works through different settings and parameters (for the solve) after establishing what type of business the requester operates – if this is a new customer, this process can take a while, including several iterations through the solution. However, because of his experience, generally understands a good starting point for these settings/parameters and the work moves quickly.

The user creates a solution or potentially more solutions (depending on the flexibility offered by the requesting customer to the analyst), and analyzes the output, attempting to make changes to the solutions to further drive down the total cost (usually based on # of drivers and trucks required). Once they are satisfied with the response, they get sign off from operations and sales and exports data out of our tools into other tools for presentation.

Depending on the size of the bid, this work can take hours or if there are multiple scenarios, it could take days. The time to respond is normally in weeks.

The external tools used in concert with ours include data visualization tools, PowerPoint, and an ERP/CRM.

### Top of Mind Issues

* Winning RFPs that advance company revenue objectives
* Selecting and winning business that makes it easy to recruit and retain assets
* Ensuring depreciated assets are used effectively
* Keeping operations team, including drivers happy.

### Other Information

What they read online and offline; member associations

* TransportTopics
* Industry specific publications, depending on the type of business they are targeting
* LinkedIn transportation groups

**Budget approval levels and ROI expectations**

Usually, the analyst levels do not have budget approval. These users provide the buyers with information about the tools they need to get their job done, but for the most part, they are not the purchasers. They may provide data to the vendors as a proof of concept or even work through a trial period (if offered). In most organizations, they are trusted, so their recommendation is important to the buyer persona.

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

* Salary + Bonus traditionally

Written By\_\_\_\_\_\_\_Steve Kalnitzky\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_4/24/2022\_\_\_\_\_\_\_\_\_