



Dusty Johnson

“I’ve been in the leather trade for a long time and LMC has been there for me time and time again.”

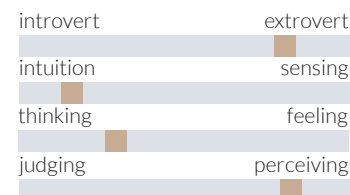
Biography

Dusty is an old-timer in the leather trade. He’s been around for over 30 years in the business and runs a very successful leather trading business. His business sells to local merchants and stores. He is a regular attendee at trade shows. He’s also a moderator on www.leatherworker.net. He relies heavily on Leather Machine Co.’s expertise and support via phone and email. Now he visits the site to replenish supplies and see what is new. He doesn’t need the training videos but uses them to train his employees.

Demographics

Age 62
Gender Male
Occupation Leather Craftsman
Salary \$73,000
Location Oklahoma City, OK

Personality



Needs

- Continued customer service and support
- Clear pricing and product structure
- Easily navigated subgroups of products and accessories
- Training videos for employees

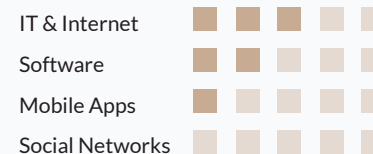
Goals

- Continued purchases at LMC for their affordable prices
- Continue to grow his leather business
- Increase production with new machines in the next 5 years

A Typical Day

Dusty is an early riser. It takes him a little longer than the younger generation to catch up on email and digital business. As soon as he gets to his shop/office, he checks email and the forums. He then makes note of all his products that are low on supply and reorders what he needs from LMC. Dusty just recently hired a new employee and has some training videos set up for her to watch. He’s tracking her progression and setting up daily goals for them both. His business is growing and he is keeping up with demand. After a 9 hour day of leather making, he ends his day with a beer with other tradesmen and some shop talk.

Technology



Challenges

- Unclear ordering processes
- Changes from known systems and layouts
- Needs to quickly find his accessories and reorder