

Brandon

**“I have great credit.
What’s the best interest
rate you can offer me?”**

About

Married, College Professor, 36 year old
Las Vegas, NV

Goals

- Expanding family. Vehicle needs to be safe.
- Low cost of ownership

Motivations

- Low finance rates
- Little to no pressure by sales people

Frustrations

- Exhausting process for getting qualified at the dealership.
- There’s always the up sell on services, accessories and insurance.

Technology use

Using the Internet



Using desktop applications



Using mobile apps



Using social media



Social platforms



Personality

Rational

Prove that your product is the best - rationals are searching for the most effective solution. Provide tools to compare and see actual benefits. Don't be too pushy.