**ABSENTEE OPERATORS**

Look for a smooth process and simple solutions matching their budget

*We would like this to be a “no brainer” decision. We are not looking for anything too complex. Ideally, we have already worked with the supplier before, and everything went smoothly.*

**KEY CHARACTERISTICS**

* Decision makers typically more removed from operations
* Equipment is perceived almost as a commodity
* They often already have a rough budget in mind
* Prefer working with a supplier who has previously provided a smooth process

**HOW TO SUPPORT THEM ALONG THE JOURNEY**

Absentee Operators do not want to put too much energy into the purchase process. They put a lot of trust into their supplier to offer guidance on the right solution for them – and reward it with loyalty if the entire process goes smoothly.

**INFORMATION COLLECTION**

Look for guidance on what is the right solution matching their budget and needs.

* Overwhelming information to sort and doubt which solution fits their needs
  + Guide them through the information, do not give too many options, and communicate simply
* Uncertainty which solution fits their budget and needs
  + Recommend a solution, and reassure the fit with budget and needs

**DECISION MAKING**

Want the decision to be simple and easy

* Increased project complexity or contradictory information
  + Keep the solution simple, double-check consistency of information
* Sudden surprises or issues that require restarting the purchase process and looking for alternatives
  + Make sure to “have your ducks in a row” before guiding customer into the decision process

**AFTER THE ORDER**

Long for a smooth process and plenty of training for their team

* Insufficient or unclear communication with the supplier about the delivery & installation
  + Overcommunicate on the process to confirm all is going well to reinforce trust
* Lack of skilled internal workers who have a steep learning curve with the new system
  + Overinvest in training the internal team, check the need for training refreshers

**ONGOING RELATIONSHIP**

Appreciates regular but not overwhelming communication with the supplier

* Poor aftersales reactivity or too much hassle with maintenance
  + Respond to requests within 24 hrs; consider contract models for equipment renewal and maintenance
* No continued relationship at all or too aggressive selling
  + Regularly check in with the customer but not too often; bring the solution rather than the problem