

BUYER PERSONA AND JOURNEYS PROPOSAL

July 7, 2023



The Mx Group



menolith

WHAT WE HEARD

- Monolith is at the cutting edge of the energy transition with technologies that can unlock the path to a decarbonized planet
- Clean Hydrogen, Carbon Black, and soon Green Ammonia offer environmentally sustainable resources for energy, manufacturing, agriculture, and beyond that replace traditional dirty sources and even eliminate greenhouse gasses
- Focus on the Carbon Black market prioritizes the need to fully understand these customers specifically and how they engage with Monolith

GOALS

- Understand who your buyers are and how to prioritize them
- More meaningfully connect with your buyers
- Move from one-size-fits-all messaging to messages, content and touch points that create a more meaningful dialogue
- Support the customer experience



- Redefine understanding of current market
- Set up sales and marketing for success
- Deeper customer engagement
- Pipeline growth
- Increased market share

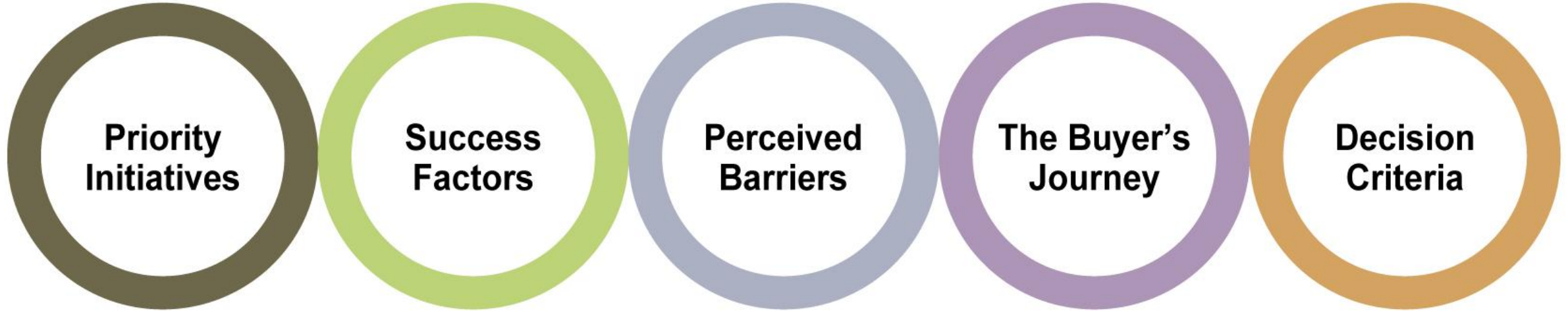


OUR APPROACH AND MODEL

WHY PERSONAS

- An essential reminder that this is about human persuasion (and all that implies)
- Memorable and usable
- Focus marketers on critical contrast points between buyers (irrelevant complexity fades away)
- Guide development of content and tools for addressing specific pain, perception and proof points
- Enable understanding of relation to other personas, such as how they "sell" to each other
- Personas are useful beyond marketing — sales training, product development, HR, etc.

FIVE RINGS OF INSIGHT™



What causes certain buyers to invest in solutions like yours, and what is different about buyers who are satisfied with the status quo?

What operational or personal results does your buyer persona expect to achieve by purchasing this solution?

What concerns cause your buyer to believe that your solution or company is not their best option?

This insight reveals details about the steps your buyer takes to evaluate their options and select one.

Which aspects of the competing products, services, solutions or company does your buyer perceive as most critical, and what are their expectations for each?

"The biggest mistake marketers make is to profile their buyers instead of their buyers' decisions. After all, buying is the behavior markets want to influence."

-The Buyer Persona Institute

OUR PROCESS

○ Reviewing Data

- Historical sales data and lost orders reports
- Existing sales materials and competitive messaging

Stakeholder Collaboration

- Define persona hypothesis
- Understand what you already know and the insights needed
- Familiarize with the sales process

Listening

- Phone calls with recent buyers—both wins & losses
- Online quantitative surveys (optional)

Distillation of Insights

Defined Buyer Personas



PERSONA NAME

INDUSTRY:

Fusce Ullamcorper

REGION:

Fusce Ullamcorper

ORGANIZATION TYPE/PROFILE:

Fusce Ullamcorper, Dapibus Venenatis

BUYING CENTER:

Fusce Ullamcorper

KEY TAKEAWAYS:

- Nullam id dolor id nibh ultricies vehicula quis risus eget urna mollis ornare vel eu.
- Donec ullamcorper nulla non metus auctor fringilla.
- Vestibulum id ligula porta felis euismod semper.
- Lorem ipsum dolor sit amet, consectetur adipiscing. Sed posuere consectetur est at lobortis.
- Morbi leo risus, porta ac consectetur ac, vestibulum id ligula porta felis euismod semper.
- Lorem ipsum dolor sit amet, consectetur adipiscing. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem.
- Vestibulum id ligula porta felis euismod semper. Maecenas faucibus mollis interdum.

ROLE IN DECISION-MAKING PROCESS:



Maecenas sed diam eget risus varius blandit sit amet non magna. Donec ullamcorper nulla non metus auctor fringilla. Nulla vitae elit libero, a pharetra augue. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla vitae elit libero, a pharetra augue.

INITIATOR	SPONSOR	END-USER	INFLUENCER	BLOCKER	DECISION MAKER	BUDGET HOLDER
		✕	✕		✕	

CORE PERSONA INFORMATION

POSSIBLE TITLES:

- Condimentum Sem
- Adipiscing Inceptos / Lorem Consectetur
- Pellentesque Etiam / Pharetra Magna Sem
- Amet Magna Ridiculus / Vehicula Amet Venenatis

PERSONAL STATS:

- Age: 35-55
- Degree: B.S. (Electrical Engineering)
- Experience: 10+ Years

ROLES & RESPONSIBILITIES:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.

KEY INITIATIVES:

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- Cras mattis consectetur purus sit amet fermentum.
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- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.

KEY CHALLENGES:

- Vestibulum id ligula porta felis euismod semper.
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- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.

MEDIA HABITS:

- Preferred Source of Info: Maecenas sed diam eget risus varius blandit sit amet non magna
- Key Publications: Maecenas faucibus mollis interdum. Donec ullamcorper nulla non metus auctor fringilla.
- Social Media: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vitae elit libero, a pharetra augue.
- Web Habits: Sed posuere consectetur est at lobortis. Nullam id dolor id nibh ultricies vehicula ut id elit.
- Email: Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec ullamcorper nulla non metus auctor fringilla.

SOURCES OF INFLUENCE:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

PREFERRED COMMUNICATION TYPES:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

PREFERRED COMMUNICATION TACTICS:

- Fusce dapibus tellus ac cursus commodo tortor mauris condimentum nibh ut fermentum
- Duis mollis est non commodo luctus nisi erat porttitor ligula eget lacinia odio sem nec elit.
- Duis mollis, est non commodo luctus nisi erat porttitor ligula eget lacinia odio sem nec elit

HOW TO EARN A SALES VISIT?:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

LEXICON

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

Product/Solution: Lorem Malesuada Etiam

Market Maturity: ☐ New Concept ☐ New Paradigm ☐ Established Market

1. PRIORITY INITIATIVES	2. SUCCESS FACTORS	3. PERCEIVED BARRIERS	4. BUYING PROCESS	5. DECISION CRITERIA
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BUYER JOURNEY MAP Product/Solution: Lorem Malesuada Etiam

	EDUCATION Loosening of the Status Quo Committing to Change	SOLUTION Exploring Possible Solutions Committing to a Solution	VENDOR SELECTION Justifying the Decision Making the Selection
Goal	Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec.	Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec.	Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec.
Involvement	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Asking	<p>"Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum."</p> <p>"Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus."</p> <p>"Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec."</p>	<p>"Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum."</p> <p>"Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus."</p> <p>"Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec."</p>	<p>"Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum."</p> <p>"Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus."</p> <p>"Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec."</p>
Touchpoints	<ul style="list-style-type: none">Donec id elit non mi porta gravida at eget metus.Aenean eu leo quam.Nullam id dolor id nibh ultricies vehicula ut id elit.Sed posuere consectetur est at lobortis.	<ul style="list-style-type: none">Donec id elit non mi porta gravida at eget metus.Aenean eu leo quam.Nullam id dolor id nibh ultricies vehicula ut id elit.Sed posuere consectetur est at lobortis.	<ul style="list-style-type: none">Donec id elit non mi porta gravida at eget metus.Aenean eu leo quam.Nullam id dolor id nibh ultricies vehicula ut id elit.Sed posuere consectetur est at lobortis.
Actions	<ul style="list-style-type: none">Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum.Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.	<ul style="list-style-type: none">Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum.Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.	<ul style="list-style-type: none">Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum.Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.
Barriers	<ul style="list-style-type: none">Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit.Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.	<ul style="list-style-type: none">Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit.Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.	<ul style="list-style-type: none">Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit.Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.

Buyer Content Needs

Content Needs

EDUCATION			SOLUTION			VENDOR SELECTION		
Loosening of the Status Quo Committing to Change			Exploring Possible Solutions Committing to a Solution			Justifying the Decision Making the Selection		
TYPE	FORMAT	PURPOSE	TYPE	FORMAT	PURPOSE	TYPE	FORMAT	PURPOSE
1			1			1		
2			2			2		
3			3			3		
4			4			4		
5			5			5		
6			6			6		
7			7			7		
8			8			8		
9			9			9		
10			10			10		



BUDGET & TIMING

PERSONAS & VERTICALS PRIORITIZATION

- We will develop five personas, one each for the following roles:
 - Sustainability
 - R&D/Materials Science
 - Product Dev/Business Dev
 - C-Suite/Brand Owners
 - Manufacturing Engineers
- Across all roles, the primary focus will be on carbon black customers, with the greatest focus placed on tire manufactures followed by specialty manufactures.
- We will look for a blend of interviewees from tire, plastic and mechanical with an emphasis on tire.

INTERVIEW RECRUITMENT PROCESS

- Our process for recruiting and scheduling interview subjects is a collaborative effort.
 - Monolith will provide a list of current and former customers and recent sales prospects to The Mx Group, with company, title and role information.
 - The Mx Group will identify and prioritize individuals for each persona (sorting by criteria such as company, role alignment, seniority, etc.).
 - Monolith will lead the outreach to recruit the interview subjects.
 - The Mx Group will support scheduling efforts to create a seamless experience (through use of Calendly or other tools as appropriate).
- Recommended incentives for research subjects
 - Based on our experience, we recommend offering interview subjects a financial incentive or charitable donation to expedite the recruiting process. Costs and delivery of these incentives will be handled by Monolith.

PRICING & TIMING

PROJECT	SCOPE	PRICE	EXPENSES
<p>PERSONAS & BUYER JOURNEY MAPS x 5</p> <ul style="list-style-type: none">• Sustainability• R&D/Materials Science• Product Dev/Business Dev• C-Suite/Brand Owners• Manufacturing Engineers	<ul style="list-style-type: none">• Project kick-off & persona hypothesis definition• Reviewing data<ul style="list-style-type: none">• Review existing marketing & sales materials• Competitive website messaging review• Existing win/lost reporting and analysis• Up to 5 stakeholder interviews to collect existing insights, 45 minutes each• Interview script development• 40-50 interviews total (7-10 per persona), each 45-60 minutes in length• Monolith will source interview subjects (recent buyers, wins & losses) and will warm and schedule them. Mx will support to make scheduling seamless. Expenses for interview subject incentives are not included.• Final deliverables include:<ul style="list-style-type: none">• 5 core personas and buyer journey maps developed and delivered as PDF documents as shown in this proposal.• Up to 2 presentations to Monolith marketing team and stakeholders to detail findings and insights.• Weekly reporting through the process.	<p>\$86,625</p>	<p><i>Varies, recommended incentive of \$200/interview subject</i></p>
<p>TIMING</p>	<p>Persona development takes approximately 8-12 weeks from kickoff to delivery Detailed timelines will be developed and provided upon approval of the proposal</p>		

PRICING & TIMING (OPTIONAL)

PROJECT	SCOPE	PRICE	EXPENSES
3 rd Party Recruitment	<ul style="list-style-type: none">• If necessary, additional costs may be explored for a 3rd party service to assist in recruiting interview subjects. The exact number and costs can be defined based on shortfalls in direct recruitment during initial stages.• This service is excellent for quickly sourcing senior level and very specific experts.• 6 interviews provided as a reference based on vendor pricing packages.• Vendor pricing is budgetary and a la carte.		\$10,000

THANK YOU