

Branding Process & Persona Example



The Mx Group

The Persuasive Process



Five Rings of Insight™



Persona Deliverables



Ivan IT

INDUSTRY: Agriculture, Education
BUSINESS SIZE: Health Care / Social Service 50–300
BUYER TYPE: Government, Utilities / Communication Construction / Manufacturing Critical Influencer, Specifier

ROLE IN DECISION-MAKING PROCESS:

I am the main point of contact for evaluating solutions. I'm likely to appreciate a no-nonsense approach that doesn't involve my whole team's time in the early stages of evaluation. In my decision-making process, I'm seeking out solutions that will expand our capabilities and create a better customer experience while integrating easily with our existing technology. My decision-making process is going to be focused on cost efficiency and productivity, so I'll need to understand how proposed solutions directly affect those areas. In some cases, I'm the final decisionmaker, but at this point I'll typically include and seek the feedback of my team – including the owner or others in leadership roles – to make sure the solution meets their needs in a practical way."

Prepared by The Mx Group TheMxGroup.com

KEY TAKEAWAYS:

- I'm typically putting out fires and don't have a lot of time to think about what's next. If you can help me prevent the next disaster or save me time, I'll listen.
- I want to do as much research myself. I have a problem I want to solve, I'll start a Google search to find information that matches. I read blogs, articles, other content. I want to learn what I can and then work with a salesperson to tell me more about my questions.
- Overall, I'm not big on social media, but it is important. Colleagues, peers and there are some of my most trusted "advisors" sometimes look to LinkedIn to see what's talking about. User groups are another network with others who might be going through the same challenges I have.
- I want to see how things work. Show me the interface, how the results look like. I want to use easy to see, what features might be and which are going to be challenging.
- Conferences are a great way to see what's new, but my attendance depends budget is and how much time I have. If it's small teams, it's more important that I'm work done, so I'm more likely to look at online seminars for this kind of interaction.
- I'm not necessarily familiar with IoT in my business, but I might not be familiar with solutions. I may not realize that we can provide IoT solutions.
- I'm equally likely to look for a solution been asked by the leadership team as problem I've discovered on my own.
- U.S. Cellular is known for good coverage. That's important because it means few issues for me to deal with.
- If I'm an administrator, I will need to get final approval from the boss, but they'll usually go with what I say as long as it doesn't cost too much. I'm focused on making sure that our business stays in business and we keep delivering the same service we're known for in our community, and I'm not willing to risk that with a new technology I don't understand. We consider ourselves a small business and we're a close-knit team, so I may consult some of our team members if the solution will affect them, but ultimately, I run the show. We don't have an IT person, so I'll be the person managing the tool once it's implemented."

CORE PERSONA INFORMATION

POSSIBLE TITLES:

- IT Director
- IT Manager



MARY MANAGER

INDUSTRY: Waste Management, HVAC, Construction, Legal Services, Plumbing, Industrial Services
FUNCTIONAL ROLE: Business Administration, Business Owner, Office Manager
BUSINESS SIZE: 20–50
BUYER TYPE: Critical Influencer, Specifier

ROLE IN DECISION-MAKING PROCESS:

I am very involved in the decisionmaking process. If I am the owner, I will make the decision. If I'm an administrator, I will need to get final approval from the boss, but they'll usually go with what I say as long as it doesn't cost too much. I'm focused on making sure that our business stays in business and we keep delivering the same service we're known for in our community, and I'm not willing to risk that with a new technology I don't understand. We consider ourselves a small business and we're a close-knit team, so I may consult some of our team members if the solution will affect them, but ultimately, I run the show. We don't have an IT person, so I'll be the person managing the tool once it's implemented."

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KEY TAKEAWAYS:

- My job is to make sure our small business keeps running. I'm more apt to focus on keeping things the same rather than look to the next big thing. We don't need technology to run our business; doing just fine without it.
- I wear a lot of different hats, so this is the only thing I'm worried about one of a hundred.
- We're a small business, but I don't want to be treated like a drop in the bucket. I want to be responsive, and treat me like a valuable business partner.
- The best way to get me to think IoT solution is to show me that it's worth it. If I can save money, that's attention!
- I don't know much about IoT or would be used in my business. It's something that's meant for big companies, but I may not realize that we can provide IoT solutions.
- You can teach me that there are to use technology, but to do that to understand my business.
- Technology is something I don't personally anything we put into business, but I want to make anything complicated going to have to make sure works.
- Customer service is important to know I have someone to call any issues or questions. I don't unsupervised.
- I'm going to be skeptical of what solution can do for my business. live up the talk, I won't continue one chance to show me that the solution.
- I respect relationships. We're a part of the community, and if you are, you to talk about.

CORE PERSONA INFORMATION

POSSIBLE TITLES:

- Owner



OWEN OPERATIONS

INDUSTRY: Education, Transportation, Waste Management, Construction, Health Care
FUNCTIONAL ROLE: Operations
BUSINESS SIZE: 50–300
BUYER TYPE: Critical Influencer, Specifier

ROLE IN DECISION-MAKING PROCESS:

I'm responsible for our operations, in their entirety. If we require software, wireless equipment or anything that supports our processes and workflow, I'm the guy who gets it for us. That means I'm also responsible for how well it works, and impact (positive or negative) on output/productivity, efficiency and overall operational performance. I wear a lot of hats and don't have a lot of time for new initiatives, but I do, but only if it's a good fit. If I'm certain something will improve our efficiency and effectiveness, I'll pursue it. If it has the potential to cause problems or inconvenience, I'm not interested – I just don't have time to add more to my plate. If you want me to buy from you, don't make me do a lot of work to understand the value. I'll need to decide quickly and confidently, and I can't do that if I don't trust that you'll provide maximum value with minimum disruption."

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KEY TAKEAWAYS:

- I wear a lot of different hats in the organization. You might say I'm a jack of all trades and a master of none. I'm rapidly bouncing from one task and function to the next one. Wireless and other connected solutions are only one part of many things I'm responsible for.
- I'm interested in solutions that will improve efficiency and cost effectiveness for our business. It's my responsibility to make sure everything runs like it should.
- My familiarity with and understanding of the concept of IoT varies. It's more important to me to know there is something that could solve an issue of mine, than to know how the technology works.
- Technology is something I'm not comfortable with. I'm overwhelmed. I understand that it can help my business, but the fact that it has to be responsible for it is daunting. I need you to help me feel comfortable with it, and confident that I can manage it solo once implementation is complete.
- Customer service and support is important to me. I want to feel supported in learning about the technology, and I want to feel like I have someone to go to with questions or concerns.

Because my role is so broad, I'm more interested in new technologies that bring more than information related to my specific role. I like to see how other businesses like mine are operating and how they've overcome changes similar to the ones I face.

In the education sector, fleet management is more complex than it used to be. There are many multi-home families, and we have to manage drop-offs of students at different family residences on different days of the week. This takes extra planning and communication.

If I work for a government entity, I often have to communicate with multiple contacts. I don't have as much freedom for new solutions as a private sector decision-maker might have. There are a lot of rules and regulations I have to abide by, and I expect vendors to understand that.

I want proof of product success, either from peers or through trial periods before final purchase.

"From our point of view, I really believe a testing period would be the way to go. That'd be my number-one recommendation."

CORE PERSONA INFORMATION

POSSIBLE TITLES:

- Director of Transportation (Education)
- Director of Transit
- Director of Project Management
- Purchasing Specialist
- Controller
- Transit Director
- General Manager
- Corporate Secretary

MEDIA HABITS:

- I don't consume a lot of media related to my job, but when I do, it's typically related to my industry and not necessarily my function.
- I use social media to generate business, not really for finding business solutions.
- I attend industry conferences and trade shows to see what's new in my industry. I'm typically very involved in these organizations as a way to continue to benefit my business.
- I may read a few blogs if I have time, but none that follow regularly. I'll typically just start with a Google search on topics of interest to me.

SOURCES OF INFLUENCE:

- I'm connected to industry organizations that provide great information when I'm evaluating a new solution. I have a problem I'm grappling with. I read their newsletters and attend their events. The peers I meet in these groups are a great resource as well.
- I often go to colleagues with similar roles for feedback. For example, I will contact the IT team with any questions or challenges I have related to technology. They are often one of my first stops to see if they have any recommendations when I have a initial need.

PREFERRED COMMUNICATION TACTICS:

- E-mail is the best way to communicate, but I'm not likely to open an email like spam. It has to feel personal. If it's directed to me, if it's related to my industry, even better!
- Phone is OK, too, but be sure you have a reason to call. I want to hear that it's relevant to me or I'll be frustrated you wasted my time.

PREFERRED CONTENT TYPES:

- Demos
- Case studies (peer proof is big!)
- Give me content I can read at my own pace.

HOW DO YOU GET MY ATTENTION:

- Be quick. I'm busy and not willing to give you a lot of time.
- Provide references; you have to earn my trust upfront.
- Case studies; prove you understand my industry and have provided value to my peers.
- If you tell me I can save money, you've piqued my interest.

HOW DO YOU EARN A SALES VISIT?

- Be respectful of my time.
- Be respectful of my business challenges.
- You can't come over with stuff like that. End was very polite. He was clear on his understanding... And that's kind of what makes him unique from some of the other people.
- I may read a few blogs if I have time, but none that follow regularly. I'll typically just start with a Google search on topics of interest to me.

WHEN I READ A BLOG, I:

- Be respectful of my time.
- Be respectful of my business challenges.
- You can't come over with stuff like that. End was very polite. He was clear on his understanding... And that's kind of what makes him unique from some of the other people.
- I may read a few blogs if I have time, but none that follow regularly. I'll typically just start with a Google search on topics of interest to me.