

Knowing your customer and understanding what motivates them is key to making sure all your products, services and marketing messages connect you directly with their personal drivers.

Consider your main contacts with decision making responsibilities within the organisations which are already, or are most likely to be, your customers and use them to build a picture of your ideal target.

To help you we've included an example persona on page 4.

## Think about...

1. WHAT IS THEIR JOB TITLE / POSITION IN THE ORGANISATION?

2. ARE THEY A HEAD OF DEPARTMENT OR LINE MANAGER? ROUGHLY HOW MANY PEOPLE ARE THEY MANAGING?

3. ARE THEY MALE OR FEMALE? AND WHAT AGE RANGE DO THEY FIT INTO?

4. WHAT MIGHT THEIR FIRST NAME BE? (THIS REALLY CAN HELP YOU VISUALISE YOUR IDEAL CUSTOMER)

5. WHAT SIZE RANGE IS THEIR ORGANISATION? HOW MANY LOCATIONS, EMPLOYEES, ETC

6. WHAT ARE THEIR MAIN RESPONSIBILITIES?

7. DO THEY HAVE AMBITION TO MOVE HIGHER? IF NOT, WHY NOT?

8. WHAT ARE THEIR MAIN ISSUES / PROBLEMS?

9. ARE THEY CHALLENGED / UNDER PRESSURE FROM PEERS OR SUPERIORS?

10. WHAT DO THEY NEED TO DELIVER, IN TERMS OF SERVICE, RESULTS OR OUTCOMES?

11. WHAT IS THE ANNUAL BUDGET THEY CONTROL / CAN AUTHORISE?

12. WHAT EARNINGS BRACKET ARE THEY IN?

13. ARE THEY MARRIED? WITH CHILDREN?

14. WHERE DO THEY LIVE? COUNTRY, CITY, TOWN?

15. WHAT DO THEY WEAR FOR BUSINESS? SUIT, SMART, CASUAL, ETC.

16. WHAT CAR DO THEY DRIVE? WHAT NEWSPAPER WOULD THEY READ?

Blank space for answer to question 16.

17. ARE THEY COMFORTABLE USING SOCIAL MEDIA? E.G. FACEBOOK, TWITTER, LINKEDIN

Blank space for answer to question 17.

18. WHAT ARE THEIR HOBBIES? LIKES & DISLIKES; SPORTS & SOCIAL; ETC

Blank space for answer to question 18.

19. AT A BAR, WHAT DRINK MIGHT THEY ORDER? AND WHERE MIGHT THEY HOLIDAY?

Blank space for answer to question 19.

20. WHAT ARE THEIR ATTITUDES, VALUES & PERSONALITY TRAITS? EXTROVERT, INTROVERT, CONFIDENT, DECISIVE, ETC

Blank space for answer to question 20.

21. WHAT IS CURRENTLY WORRYING THEM AND MAYBE KEEPS THEM AWAKE AT NIGHT?

Blank space for answer to question 21.

22. WHAT MIGHT BE THEIR BIGGEST EMOTIONAL FEAR IN BUYING WHAT YOU OFFER?

Blank space for answer to question 22.

Then write a brief profile from the point of view of the persona, outlining who they are, what they do, what their problems/issues are and what they need help with.

**It really does work!**



James is the Purchasing Manager for an automotive parts manufacturer, heading a small team of purchasing assistants, with an annual budget of £3 million.

My role is to ensure our production line has access to the right materials, in the right formats, packages and quantities, all at the right time... and that we never run out. I have to balance that with ensuring we buy efficiently and effectively, at the best prices possible, whilst maintaining the quality our customers expect.

We operate a 'just-in-time' system with all our suppliers, so I need to know they can sustain their performance, delivering on time, every time. If we run out of materials and miss a delivery to our customers, there's always a competitor out there who will steal the business from us.

Finding the right products from the right suppliers – people who will work with us to help us keep our purchasing costs down – is becoming increasingly challenging. As is the all the paperwork!

We have to meet or comply with a myriad of specifications, regulations and individual customer requirements; and I am the one who has to ensure and be able to demonstrate that bought-in components and materials meet the appropriate standards.

I deal personally with our major suppliers and oversee all the other contracts we award too. Final budget control rests with me, although our Purchasing Assistants deal with day-to-day orders and manage the majority of contracts once we have awarded.

I am 45 now, with a wife and two teenage children; I work long hours and the commute adds even more time into the working day, leaving fewer hours for family life. We managed a holiday in Florida this year, but anything which can make my work life easier and less stressful is a great help!

James is a confident Daily Mail reader who plays golf, drives a BMW X5, supports Arsenal, likes a pint and enjoys a glass of wine.