



Electrical Contractor Customer Profile/Buyer Persona Report

EXECUTIVE SUMMARY

In support of the sales and marketing efforts on behalf of [Large Electrical Contractor Customer - CONTRACTOR], Custom Direct, Inc. (CDI) was tasked with creating Customer Profiles (commonly referred to within the marketing industry as Buyer Personas) as a first step in understanding how to reach the CONTRACTOR customer.

Through primary research (interviewing customers and CONTRACTOR team members) and secondary research (into manufacturing, light industrial, facilities management and electrical contracting resources) CDI has developed Customer Profiles for use in creating and executing a marketing and messaging strategy designed to drive new customers and revenue for the Industrial Division of CONTRACTOR.

Customer Profiles - and more importantly the **5 Buying Insights** developed through this process - will enable CONTRACTOR to:

- Create messaging that directly resonates with the Customer from their unique viewpoint
- Better align marketing and sales (or customer development) efforts
- Understand the Customer's Journey from prospect to CONTRACTOR Champion
- Deliver more highly qualified and profitable leads to the PM (Sales) team

The end result of our efforts is the creation of two Customer Profiles:

- **Frank** the Facilities Manager
 - Frank works for a larger, privately-held or public company
 - Frank 'may' be a for-hire PM, but is still responsible for all FM
- **Carl and Carol** the Small Mfg Co. Owners
 - Company owners can be male (primarily), female or partners
 - Carol and Carl are a couple – responsible for EVERY aspect of their company's success, or failure.

Key to understanding how to benefit from these profiles is to understand what they are NOT.

These are **not** Buyer/Customer profiles which seek to identify individuals through their unique demographic or psychographic traits (age, race, ethnicity, education, hobbies, children, etc.).

A successful manufacturing firm owner can be a 50-something Hispanic woman as easily as it can be a 65-year old white male. Narrowing a profile into these 'buckets' is not beneficial. The customer profile can be a highly effective tool, which does not replace individual relationships, but serves to provide a starting point for the conversation...

METHODOLOGY

Primary Research

Phone Interviews with Customers

- Alan P., Facility Manager, Defense Contractor
- Victor L., Operations Manager, Consumer Goods Manufacturer
- Matt W., Project Manager – Food Client, for Managing Logistics Firm
- Cheryl W., Owner, Food + Flavoring Manufacturer

Phone and In-Person Interviews with CONTRACTOR Supervisor / Foreman

- Brian W., Supervisor
- John M., General Foreman

Secondary Research

Online Research + Publications

- Facilities Management Publications and Portals
- Electrical Construction Publications, Groups
- Manufacturing Resources

- Food Manufacturing <https://www.foodmanufacturing.com/>
- The Fabricator <https://www.thefabricator.com/>
- Dairy Reporter <https://www.dairyreporter.com/>
- Food Safety News <http://www.foodsafetynews.com/>
- EC&M <http://www.ecmweb.com/>
- P&F Online <https://www.perfumerflavorist.com/>
- FEMA <https://www.femaflavor.org/>
- IFMA <https://www.ifma.org/>

METHODOLOGY - 1

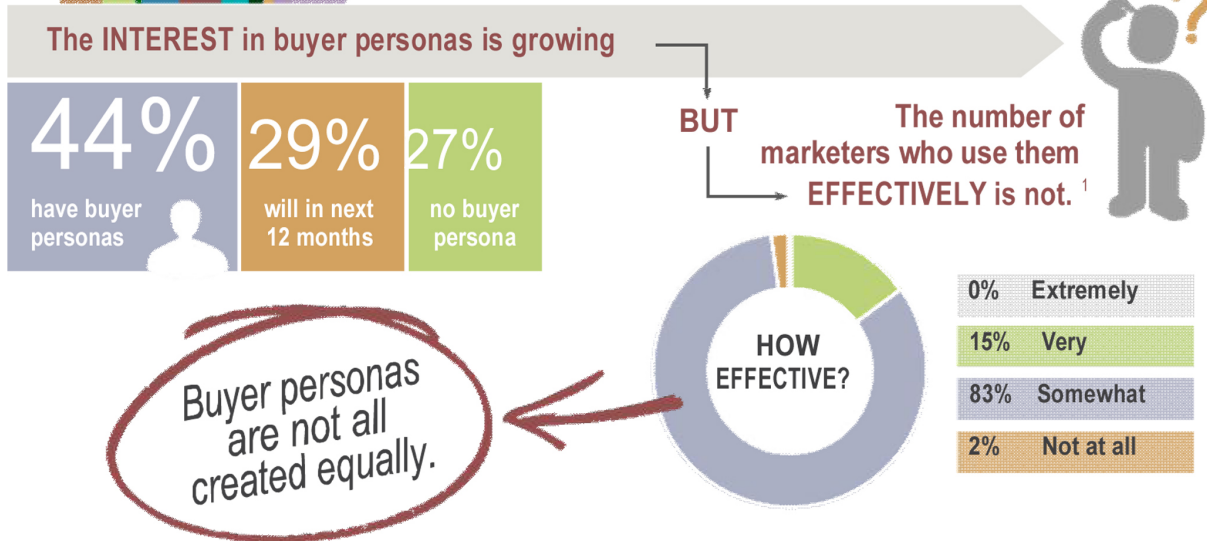
There is an actual process... There are many processes, but the Buyer Persona Institute (for Customer Profiles) offers a defined and repeatable method of taking what is qualitative, emotional and verbal – into a quantitative, logical (while still emotional) and written tool. We chose to incorporate their process into our methodology.



HOW TO CREATE INSIGHTFUL & ACTIONABLE BUYER PERSONAS



Knowing your buyers is key to making informed sales and marketing decisions. That's why organizations are increasingly making buyer personas a strategic priority for their organization. But to get maximum value out of your buyer personas, you need to think about how to build them. Here's why:



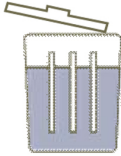
Out of the three popular methodologies, **ONLY INTERVIEWING BUYERS** tells you something you don't already know.

METHODOLOGY - 2

Key to the BPI process is the emphasis on Interviewing REAL Buyers – customers and prospects, too, if possible. It takes longer, it's harder to coordinate and initially, at least, there can be resistance from the sales team – but there is NOTHING like the actual words of a client to help move you in the right direction.

<p>Consult Internal Stakeholders 1</p> <p>SOURCE: Sales team, product/marketing team, customer support team, etc.</p> <p>PROS: Fast and simple; makes it easy to leverage existing knowledge</p> <p>CONS: Provides a limited and recycled view of what you already know about your buyers; no new insights</p> 	<p>Leverage Familiar Tools 2</p> <p>SOURCE: Online surveys, social media, web research, analyst reports, web analytics, etc.</p> <p>PROS: Low cost, statistical data, validates existing opinions</p> <p>CONS: Misses offline buying behavior; focuses on historical behavior and responses to internally generated questions</p> 
<p>INTERVIEW REAL BUYERS *3</p> <div style="display: flex; align-items: center;">  <div> <p>SOURCE: Buyers who recently evaluated your solution or your competitors', etc.</p> <p>PROS: Provides in-depth and non-obvious details about how, when and why buyers make the decision you want to influence</p> <p>CONS: Requires strong listening and interviewing skills</p> </div> <div style="margin-left: 20px; border-left: 1px solid black; padding-left: 10px;"> <p>If you don't, you may be heading in the WRONG DIRECTION at great cost to your organization.</p> </div> </div>	

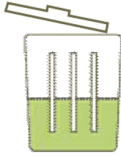
Interviewing real buyers led one CMO to an astounding discovery – current marketing and sales spend wasn't working: ²



Marketing Budget

70%

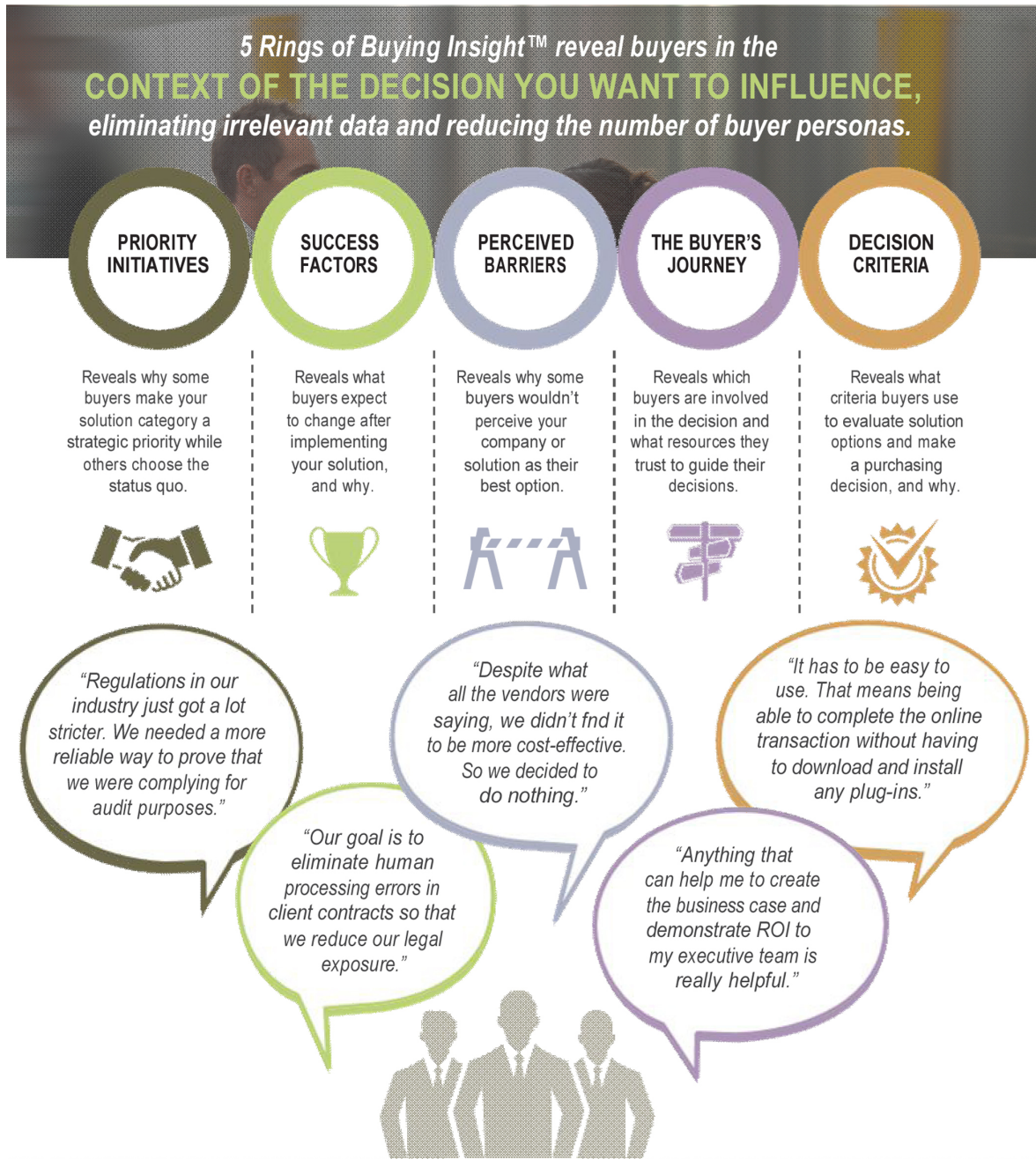
HAD NO IMPACT ON THE BUYING DECISION



Sales Efforts

40%

HAD NO IMPACT ON THE BUYING DECISION



The insights you gather from buyer interviews are **HIGHLY ACTIONABLE.**
You'll know precisely:

WHO you need to persuade within the buyer's organization	WHAT information they need to make their purchasing decision	WHEN buyers are most likely to be receptive to your message	WHERE to reach buyers with your marketing content	HOW to create a persuasive argument for purchasing your solution	WHY your marketing and sales plan is the best course of action
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