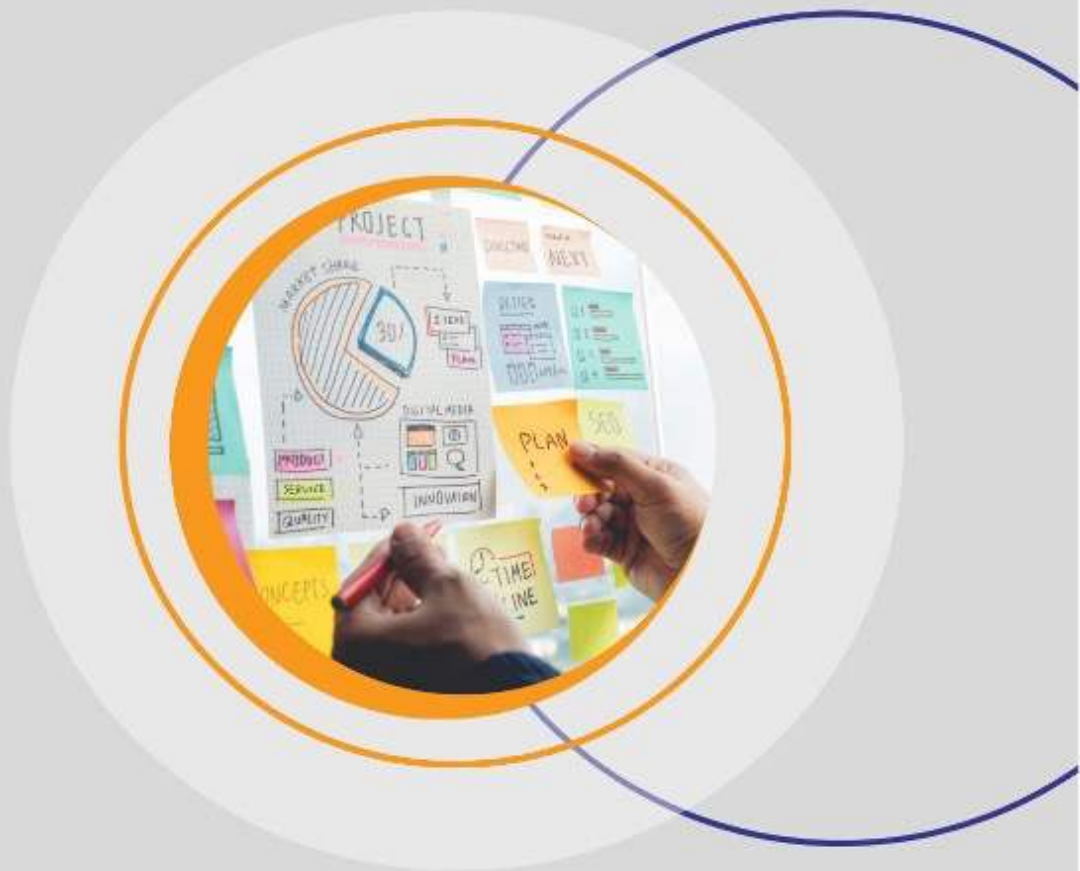


yor **CMO**
FRACTIONAL MARKETING SYSTEM

BUYER PERSONA



Buyer Persona Journey



*Role:
Engineering
Manager*

Journey	Trusted Resources	Goals, Perceptions and Questions
Research	MY ROLE IN THIS DECISION	Identify the need for solution, identify potential resources, align internal stakeholders and ensure involvement from those needed, vendor outreach and vetting, present final solutions for purchase approval
Awareness	OTHER ROLES INVOLVED IN THIS DECISION	Engineers, plant managers, program managers, production managers, QA, IT, Finance, VP of Manufacturing
Evaluation	TOP RESOURCES I TRUST FOR INFORMATION	Other vendors, especially those for hardware or software that I need integration/automation solutions for; peers both inside and outside my company
Purchase	REASONS FOR MY BUYING NEED	I need to integrate disparate systems or automate resource-intensive processes. The solutions that I am considering will mitigate the risks of error, disruption, or delay caused by inefficient or ineffective processes.

Priority Initiative Insights

This insight explains the most compelling reason why I decided to invest on a new solution.

Integration Needed

Systems that were not talking to each other led to a corrective action with the FDA. A solution was needed to connect the different systems in the business to validate part sizing and labeling.

Increase Capacity

Both current and theoretical resource constraints were the impetus for several companies to explore automation solutions that would help them avoid bottlenecks and increase capacity

Need to Improve & Update Technology: Mitigate Risk

Outdated technology was the driving force for seeking automation solutions.

The risks associated with products becoming obsolete or breaking were significant in terms of disruption to production and lost revenue.

In other cases, upgrading manual processes offered increased efficiency and a boost in their customers' perceptions of their data and operations.

Success Factors Insight

This insight describes the results I need to see from purchasing this solution.

Manage & Measure

Being able to be aware of quality or measurement issues in real time allowed customers to monitor and make adjustments on-the-fly rather than post-production.

Lessen Dependence on Outside Supplier

Customers wanted to lessen their dependence on outside suppliers (in one case, *The Company* being the outside supplier.)

They recognized the need for expertise to re-architect some existing solutions and were willing to invest in getting to the next level that they could hopefully manage with the new technology and existing internal resources.

Achieve Connectivity

Having systems properly connected meant being able to ensure that the collective output was accurate and able to be validated.

Perceived Barriers Insight

This is my “bad news” insight because it tells you what prevents me from making this purchase. Here you’ll see why the other influencers and I don’t believe any solution will work or why we might think your competitors have a better approach.

Question of Value

Cost became an issue at the executive level when project costs exceeded hardware costs or when consultant rates for higher-skill work exceeded normal contract/programming rates. Project sponsors helped to justify the costs based on lack of experience or resources or consequences of inaction.

Local Resources Needed

Local vendors are those considered to be within a 4-hour radius.

N/A

Decision Criteria Insights

This insight tells you which solution and company capabilities we consider as we compare your solution against competitors.

Responsive & Available

Availability for both initial consultations and ultimate project deployment were key factors in vendor selection.

Hardware / Software Specific Experience

Clients wanted experience with the hardware and software within their organizations. *Competitor 1* was the most often mentioned, but *Competitor 2*, and *Competitor 3* were also included.

Security Matters

Not only does the company need to be willing to sign NDA's and have necessary security clearances based on the industry, but their workers must also be covered by those clearances. Clients want to know WHO is doing the work and don't want to find subcontractors bypassing requirements.

Ask the right questions

Each customer has a unique integration and application need. They want and need a partner who is willing to ask LOTS of questions to understand their business, their environment, their processes, and their specific end goals. Asking questions not only shows interest but also demonstrates competence.

Local

Some customers expressed the need (desire) for someone local (within 4 hours) for onsite consultations and deployments.

References - Testimonials

Customers wanted to see "proof" of what a vendor had done before.

Buyer Journey Insight

This insight reveals my thoughts about everything we do and every resource we trust as we go through the steps of our evaluation.

Vendor Referral

Existing vendors for the hardware or software that were to be integrated were the first point of outreach in identifying a potential vendor.

Competence Inspired Confidence

The Company has been able to inspire confidence by providing referrals and references, speaking the same language as their customers, showing up on-site, asking thoughtful questions, and displaying a willingness to learn on each project. Competent was one of the most often-used words used to describe customers' opinions of *The Company*.

First Call WOW

By responding quickly and deploying all available top talent to initial calls, *the company* quickly earns trust and confidence.

Team is well aligned

The Company's team shares similar thought processes and conveys a cohesive approach to tackling/ understanding problems.

Reputation and Referrals

The second most common way of identifying potential vendors is by asking for referrals from both internal and external colleagues.