



Customer Personas

Customer Segments: Retail, Rental, Install

Customer Profiles: B2B Owners/MDs, B2B Managers, End-Users

CUSTOMER PERSONAS

What are they? How do they benefit us?

Customer personas are **fictional, generalized representations of our ideal customers**. They help us gain insight and understanding of our customers and prospects, which in turn helps us to tailor the product development efforts and respective content creation in line with the specific needs, behaviors, and concerns of these different types of buyers.

In short, personas **allow us to become more relevant and streamlined in our efforts** by enabling us to personalize and target new product introductions and surrounding communications to the more specific segments of our audience.

For example, instead of creating “one-size-fits-all” products and campaigns, customer personas allow us to segment and tailor the portfolio offering and respective messaging according to the specific needs/wishes of different audiences. In this way, **we gain the necessary clarity to create relevant solutions to real problems for our customers**.

MI RETAIL

Customer Persona: **Richard Ash, President & CEO, Sam Ash Music Stores**



Demographics (who they are)

Job Title	Owner/CEO
Age	58
Education	College Associate's Degree
Company Revenue	€ 305 million / US\$360 million
# Employees	1000
Level of Experience	Lifelong (family business) / CEO since father passed 2014

Notes / Additional Information

Psychographics (how they think)

Highest Priority	Maintaining an industry wide reputation as a reliable and efficient retailer, maintain profitable
Loyalty Driver	Constant supplier reliability, high quality, fitting market needs
Open-Minded/Rigid	open.-minded, but mostly regarding commercial aspects
Needs	Maintaining leadership and profitability
Objectives	Company growth/ increase in revenue
Wishes & Expectations	

Behavioural (what they do)

Media Consumption	Business magazines, online (personal assistant prepares reports (ppt) with the relevant news)
Likes & Dislikes	Like: image, status, money Dislike: doubters, no money
Focus & Habits	Focus: Gaining market shares Habits: Golf, country clubs
Research Methods	Trade shows
Trusted Resources	Fellow managers, friends (insider tips)

Environment (where they are)

Reports To	Business partners, board of directors
Buying Power	Final decision maker
Budget	enough
Key Stakeholders	Manufactures, suppliers
Purchasing Process	His purchase team (floor managers)

MI RETAIL

Customer Persona: **Moritz Garth, Sales Floor Manager, Session Music**



Demographics (who they are)

Job Title	Sales Floor Manager
Age	28-35
Education	SAE (tech. School)/ musician/ business management apprenticeship
Company Revenue	25 Mio.
#Staff/Team Members	3-5
Level of Experience	5-10 years

Notes / Additional Information

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Psychographics (how they think)

Highest Priority	To be trusted, good reputation, identifying customer needs
Loyalty Driver	Stable relationship to suppliers, high product quality, product trainings (POS)
Open-Minded/Rigid	Open minded, but hard to convince,
Needs	Be up-to-date: wants to show customers the new stuff, loyal happy customers
Objectives	Reach his targets, keep the job position, fun
Wishes & Expectations	

Behavioural (what they do)

Media Consumption	Manufactures newsletter/ website, social media, blogs, on- & offline magazines
Likes & Dislikes	Like: fast and relevant information Dislike: showrooming
Focus & Habits	Understanding market and customer needs
Research Methods	Trade shows, magazines, website of competitors (Thomann)
Trusted Resources	

Environment (where they are)

Reports To	CEO
Buying Power	Buying from existing suppliers
Budget	5-10k
Key Stakeholders	Customer, supplier, CEO
Purchasing Process	Can make suggestions for new products/ brands to CEO

MI RETAIL

Customer Persona: **Joe Whitstein, Singer, Songwriter, Musician, Band Leader**



Demographics (who they are)

Job Title	Singer, Songwriter, hobby Musician, Band Leader
Age	20-35
Education	Student, Private music school (e.g. Abby Studies)
Company Revenue	200-300€ per gig,/ 25-30 gigs per year → 7k per year
#Staff/Team Members	2-5 people
Level of Experience	15 years

Notes / Additional Information

Spends lots of money in the personal equipment but not in sound boxes etc.

Psychographics (how they think)

Highest Priority	Break-through and get popular, regular gigs
Loyalty Driver	Product quality, reliability, brand heritage, sound quality
Open-Minded/Rigid	Yes, open minded
Needs	Regular income, spare time to play music
Objectives	Fame, record deal
Wishes & Expectations	Sound/ reliability, music community

Behavioural (what they do)

Media Consumption	Social media, youtube, blogs, online stores
Likes & Dislikes	Like: Living the live Dislike: Bureaucracy, admin tasks
Focus & Habits	Practice, creativity (songs)
Research Methods	Inspiration through the trade shows Information: online, youtube, print magazines
Trusted Resources	Fellow musicians, blogs, portals, influencer, sales man in the store, sound engineer/ technician

Environment (where they are)

Reports To	Nobody, maybe his wife
Buying Power	Final decision maker
Budget	1-2k (all the money he has)
Key Stakeholders	Band members, fans
Purchasing Process	Online, retail

RENTAL

Customer Persona: **Joachim D'Alterio, Company Owner, Audiluma Event Technology**



Demographics (who they are)

Job Title	Owner/CEO
Age	45
Education	Electrician, musician
Company Revenue	0,5-3 Mio
# Employees	3 + Freelancer
Level of Experience	20 Years

Notes / Additional Information

Psychographics (how they think)

Highest Priority	Good reputation, full order books
Loyalty Driver	Service, support, contact person
Open-Minded/Rigid	Conservative
Needs	ROI, availability, reliability, scalability, multi functional, rider, low weight, easy to transport and install
Objectives	High ??Margin??. High customer satisfaction, modern technology
Wishes & Expectations	Survive till the pension, enjoy his passion for events

Behavioural (what they do)

Media Consumption	Production partner abo, PA forums, Lampentreff forums, newsletter, facebook, youtube, social media, Thomann, workshops at company events, other close companies
Likes & Dislikes	Like: simple solutions, easy deals and jobs Dislike: technic failures, complex planning tasks
Focus & Habits	Focus: recurrent jobs Habits: less change , but rely on established reliable solutions
Research Methods	Online forums, product manuals, Product trainings, trade shows
Trusted Resources	Market leader, large rental companies, account manager, professional influencers

Environment (where they are)

Reports To	Bank, himself
Buying Power	Final decision
Budget	100-300k, mostly funded
Key Stakeholders	Event agencies, urban institutions, associations, companies
Purchasing Process	Test, negotiate, finance, buy

RENTAL

Customer Persona: **Karolin Hansen, technical director, Audiluma Event Technology**



Demographics (who they are)

Job Title	Technical director
Age	25
Education	Event management
Company Revenue	10 Mio.
#Staff/Team Members	15
Level of Experience	2 years

Notes / Additional Information

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Psychographics (how they think)

Highest Priority	Budget, on-time, customer satisfaction
Loyalty Driver	Success, reliability
Open-Minded/Rigid	50/50
Needs	Flexible solutions/ Products
Objectives	Stay within the budget, customer satisfied, generate margin, safe time, forget nothing
Wishes & Expectations	

Behavioural (what they do)

Media Consumption	Production partner abo, PA forums, Lampentreff forums, newsletter, facebook, youtube, social media, Thomann, workshops at company events, other close companies
Likes & Dislikes	Like: easy jobs and equipment Dislike: fragile /error-prone equipment, annoying clients
Focus & Habits	Problem solving, precise, self confident
Research Methods	
Trusted Resources	Success stories, large rental companies, engineering colleagues, Account manager

Environment (where they are)

Reports To	CEO Rental Company
Buying Power	Initiates buying decision but has not the final word
Budget	
Key Stakeholders	CEO, customers, colleagues
Purchasing Process	Needs sign off from stakeholders

RENTAL

Customer Persona: **Michael Spiess, Live Sound Engineer, Spiess Live Engineering**



Demographics (who they are)

Job Title	Live Sound Engineer/Event Technician
Age	35
Education	SAE alumnus, apprenticeship event technology
Company Revenue	Freelancer, 60k gross/year
#Staff/Team Members	On his own
Level of Experience	20 years, very experienced

Notes / Additional Information

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Psychographics (how they think)

Highest Priority	Perfect sound, customer satisfaction, lots of jobs
Loyalty Driver	Brand image, reliability, performance, usability
Open-Minded/Rigid	50/50
Needs	100% reliable, usability, light products, quick to build up (new hairstyle, sleep and coffee, beer with lemonade)
Objectives	Amazing shows, perfect equipment, #geek, work with awesome artists, freedom, work-life-balance at the age of 40 (no more Rock'n'Roll)
Wishes & Expectations	

Behavioural (what they do)

Media Consumption	Production partner abo, PA forums, Lampentreff forums, newsletter, facebook, youtube, social media, Thomann, workshops at company events, other close companies
Likes & Dislikes	Like: easy jobs and equipment Dislike: fragile /error-prone equipment, annoying clients
Focus & Habits	Problem solving, precise, self confident, expert in his area
Research Methods	Online forums, product manuals, Product trainings, trade shows, testing of equipment during different jobs
Trusted Resources	Market leader, large rental companies, account manager, professional influencers, account manager

Environment (where they are)

Reports To	Client, rental company
Buying Power	as a specialist he is asked for his opinion before buying new equipment
Budget	3000€/year for gear and training
Key Stakeholders	CEO rental company, artists, customers
Purchasing Process	Testing, buying – new and used

INSTALL

Customer Persona: **Max Miller, Company Owner, SME System Integrator**



Demographics (who they are)

Job Title	Owner/CEO
Age	47
Education	Technical degree
Company Revenue	2,5€ Mio annual
# Employees	10 employees, 3 of whom are engineers
Level of Experience	20+ years

Notes / Additional Information

Psychographics (how they think)

Highest Priority	Profitability, trusted relationships with stable suppliers, reputation
Loyalty Driver	Stable margin, relationship with solution-minded consulting, product reliability
Open-Minded/Rigid	In the middle, conservative but due to the small size he has to look left and right
Needs	Referrals, multiple jobs running, maintenance contracts, happy employees, happy customers
Objectives	Growth, angles for new markets without compromising operational excellence
Wishes & Expectations	Wishes for less service calls, more new projects

Behavioural (what they do)

Media Consumption	Trade magazines "installation", iPhone apps
Likes & Dislikes	Like: more tomes to play tennis/ golf Dislike: complicated
Focus & Habits	Golf or tennis, dog walks
Research Methods	Google (long tail), own network, sales reps, trade shows
Trusted Resources	Sales reps, own projects managers/ engineers

Environment (where they are)

Reports To	No one... his stakeholders: customers, employees
Buying Power	100%
Budget	Project dependent
Key Stakeholders	Customers and users, suppliers, employees
Purchasing Process	Clears the order, proposal

INSTALL

Customer Persona: **William Becker, Project Manager, SME System Integrator**



Demographics (who they are)

Job Title	Project Manager
Age	45
Education	Technical and business associates degree
Company Revenue	2,5€ Mio annual
#Staff/Team Members	One of the 3 engineers
Level of Experience	15 years

Notes / Additional Information

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Psychographics (how they think)

Highest Priority	Sales numbers, successful installations with low to no service calls, perfection
Loyalty Driver	Level of supplier support, product reliability, supplier relationship
Open-Minded/Rigid	Rigid
Needs	Support people internal and external, trustworthy data sheets and diagrams
Objectives	Maintain professional reputation, more income, happy customers, serious business
Wishes & Expectations	No additional stress, smooth project delivery

Behavioural (what they do)

Media Consumption	Google, netflix, hotels, trade magazines
Likes & Dislikes	Like: What the customer likes Dislike: complicated
Focus & Habits	Likes crossword puzzles, time with family
Research Methods	Google, planning simulation software, trade associated training, trade shows
Trusted Resources	Support supplier personnel, own network, technical books/ manuals

Environment (where they are)

Reports To	CEO Max Miller
Buying Power	60%+
Budget	Project
Key Stakeholders	Customers/ users, suppliers, colleagues
Purchasing Process	Create proposal, clears it with CEO and customers, places order

INSTALL

Customer Persona: **Carl Beck, Restaurant Keeper & Barman, Zenzakan**



Demographics (who they are)

Job Title	Restaurant Manager, Barkeeper
Age	28-35
Education	High School Associates Degree + Gastronomy /Hospitality Trade
Company Revenue	1-1,5 Mio. Annually
#Staff/Team Members	16 part-time servers, kitchen stuff
Level of Experience	5 years

Notes / Additional Information

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Psychographics (how they think)

Highest Priority	Happy customers, restaurant profitable, operational workflow, successful concept
Loyalty Driver	Ease-of-use, reliability
Open-Minded/Rigid	In the middle: open for new, but has priorities, e.g. small budget
Needs	Ease-of-use, attractive, inviting environment, goof value for money
Objectives	Own or run more restaurants if concept proven
Wishes & Expectations	Expects a lot from installer, incl. Service, features, sound performance,... for no money!

Behavioural (what they do)

Media Consumption	iPhone: phoning, social media
Likes & Dislikes	Likes: new tech and gadgets, cool and hip design Dislikes: complicated equipment
Focus & Habits	Goes to the gym, to indie concerts and club parties
Research Methods	Social media, google, youtube
Trusted Resources	Internet forums, friends, other club owners

Environment (where they are)

Reports To	Investors or owner(s)
Buying Power	100% as owner, 50% as manager
Budget	Low to medium (thinking consumer market product, e.g.. @mediamarkt)
Key Stakeholders	Investors or owner((s), customers, patrons, staff
Purchasing Process	Quick to decide, sometimes slow to pay