

# Background

Job? Career path? Family?

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

# Demographic

Male or Female? Age? Income? Location?

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

# Identifiers

Characters? Communication preference?

- Calm person
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

# Goals

Primary goals? Secondary goals?

- Keep employees happy and turnover low
- Support legal and finance teams

# Challenges

Primary challenge? Secondary challenge

- Getting everything done with a small staff
- Rolling out changes to the entire company

# What can we do?

to help our persona achieve their goals?  
to help our persona overcome his challenges?

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems

# Real Quotes

About goals, challenges, and etc?

- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”

# Common Objections

Why they aren’t buying your product / services?

- I’m worried I’ll lose data transitioning to a new system.
- I don’t want to have to train the entire company on how to use a new system.

# Marketing Message

How should you describe your solution to your persona

- Integrated HR Database Management

# Elevator pitch

Sell your persona on your solution

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.