**EXAMPLE - Persona #1: Ellen Sanderson, Decision maker at Purplebricks**

**EXAMPLE**

**(Templates on page 5)**

|  |
| --- |
| **Position/Job Role** |
| Decision makers at large volume introducers, i.e. online estate nationwide estate agents, nationwide broker networks, online direct introducers. |
|  |
| **What are we selling to them?** |
| They will be looking for better service, partners who will help them uphold their reputations, high quality service, save them time, make it easier, without complaints. |
|  |
| **Why would they buy it? Benefits delivered or pains solved.** |
| It’s cheaper than their current supplier (whether that is flat cost or because it will be a much easier/quicker process). They get a good vibe from us that we would be easier/more pleasant to work with than their current supplier. |
|  |
| **Why wouldn’t they buy it?** *(objections)* |
| We are new to the market, an unknown name, so there is perceived risk. We also offer a fixed price model, so they unable to simply add unwarranted commission onto each case. However, we don’t want to work with introducers who are interested in ‘ripping the customer off’. Also the API integration will require some work on their side, it would depend on their appetite to change providers and willingness to invest in the IT change. |
|  |
| **What questions will they be asking while on your website?** *(eg. price, customer service, who are you? etc)* |
| How can we get a better quality service without affecting our bottom line? Who are they guys? What can they do for us? How difficult will it be to switch? Who else do they work with? What have they said? |
|  |
| **What actions do you want them to take on your website?** *(CTAs)* |
| We want them to feel reassured. If they are a new introducer, then to make contact and add us into their tender process. |
|  |
| **What is your purchase > onboarding > lifecycle process for this customer?** |
| The site won’t necessarily generate leads. However, we can include ‘requesting a demo form’, and a general enquiry form, alongside normal contact details. These can be planned as form-to-mail – to be followed up by someone in the sales team. Details to be established, but they are not planned to be hooked up to any Marketing CRM system at this point. |
|  |
| **What type of a purchase is this for them?** |
| * Medium cost |
|  |
| **How often might they purchase?** |
| * Once a year or less |
|  |
| **What are their alternatives to using you?** *Competitors?* |
| They would stick with their current panel manager supplier, as they would prefer to stick to what they know with a proven track record. |
|  |
| **When in a one-to-one sales meeting, what key fact / message / promise wins you the sale with this customer?** |
| We are on a mission to replace the wild-west world of variable pricing and poor performance with an ingenious platform that creates a fair price for solicitors and a fair price for customers. Everybody wins. |
|  |
|  |

**EXAMPLE**

**(Templates on page 5)**

**EXAMPLE - Audience #2: Sarah Wilson, Director of Bridges Estate Agents**

**EXAMPLE**

**(Templates on page 5)**

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| --- |
| **Position/Job Role** |
| Independent Broker firms – Managing Director or Sales Director. |
|  |
| **What are we selling to them?** |
| We can provide the whole package for them, reliably and transparently. All in one place. |
|  |
| **Why would they buy it? Benefits delivered or pains solved.** |
| Our option will help them cut down on the administration time involved in overseeing conveyancing, as the case milestone are updated in real time. |
|  |
| **Why wouldn’t they buy it?** *(objections)* |
| We are a new name in the market, so there is a perceived risk going with an unknown name. Also, trying something new is risky; they will have done it manually for a long time. |
|  |
| **What questions will they be asking while on your website?** *(eg. price, customer service, who are you? etc)* |
| How much time and effort could we save using panel management? How does panel management work for us? Why should I choose to work with these guys? Who do they already work with? Do we have the IT know-how required for this? What does it look like? How does it work? |
|  |
| **What actions do you want them to take on your website?** *(CTAs)* |
| Get in touch, start the conversation. |
|  |
| **What is your purchase > onboarding > lifecycle process for this customer?** |
| The site won’t necessarily generate leads. However, we can include ‘requesting a demo form’, and a general enquiry form, alongside normal contact details. These can be planned as form-to-mail – to be followed up by someone in the sales team. Details to be established, but they are not planned to be hooked up to any Marketing CRM system at this point. |
|  |

|  |
| --- |
| **What type of a purchase is this for them?** |
| * High cost |
|  |
| **How often might they purchase?** |
| * Once a year or less |
|  |
| **What are their alternatives to using you?** *Competitors?* |
| They will stick with what they know – a manual process. |
|  |
| **When in a one-to-one sales meeting, what key fact / message / promise wins you the sale with this customer?** |
| Panel Management is a step they should take; it takes out the risk, hassle and time involved in managing the conveyancing process. Plus, clients expect a swifter, digital experience; their competitors are doing it, they should be, too |
|  |

**Persona #1: Add name here**

|  |
| --- |
| **Position/Job Role** |
| Enter text here |
|  |
| **What are we selling to them?** |
| Enter text here |
|  |
| **Why would they buy it? Benefits delivered or pains solved.** |
| Enter text here |
|  |
| **Why wouldn’t they buy it?** *(objections)* |
| Enter text here |
|  |
| **What questions will they be asking while on your website?** *(eg. price, customer service, who are you? etc)* |
| Enter text here |
|  |
| **What actions do you want them to take on your website?** *(CTAs)* |
| Enter text here |
|  |
| **What is your purchase > onboarding > lifecycle process for this customer?** |
| Enter text here |
|  |

|  |
| --- |
| **What type of a purchase is this for them?** |
| * High/medium/low cost *(delete as appropriate)* |
|  |
| **How often might they purchase?** |
| * Once a year or less/ More than once a year/Monthly/Lots and often *(delete as appropriate)* |
|  |
| **What are their alternatives to using you?** *Competitors?* |
| Enter text here |
|  |
| **When in a one-to-one sales meeting, what key fact / message / promise wins you the sale with this customer?** |
| Enter text here |

**Persona #2: Add name here**

|  |
| --- |
| **Position/Job Role** |
| Enter text here |
|  |
| **What are we selling to them?** |
| Enter text here |
|  |
| **Why would they buy it? Benefits delivered or pains solved.** |
| Enter text here |
|  |
| **Why wouldn’t they buy it?** *(objections)* |
| Enter text here |
|  |
| **What questions will they be asking while on your website?** *(eg. price, customer service, who are you? etc)* |
| Enter text here |
|  |
| **What actions do you want them to take on your website?** *(CTAs)* |
| Enter text here |
|  |
| **What is your purchase > onboarding > lifecycle process for this customer?** |
| Enter text here |
|  |

|  |
| --- |
| **What type of a purchase is this for them?** |
| * High/medium/low cost *(delete as appropriate)* |
|  |
| **How often might they purchase?** |
| * Once a year or less/ More than once a year/Monthly/Lots and often *(delete as appropriate)* |
|  |
| **What are their alternatives to using you?** *Competitors?* |
| Enter text here |
|  |
| **When in a one-to-one sales meeting, what key fact / message / promise wins you the sale with this customer?** |
| Enter text here |

**Persona #3: Add name here**

|  |
| --- |
| **Position/Job Role** |
| Enter text here |
|  |
| **What are we selling to them?** |
| Enter text here |
|  |
| **Why would they buy it? Benefits delivered or pains solved.** |
| Enter text here |
|  |
| **Why wouldn’t they buy it?** *(objections)* |
| Enter text here |
|  |
| **What questions will they be asking while on your website?** *(eg. price, customer service, who are you? etc)* |
| Enter text here |
|  |
| **What actions do you want them to take on your website?** *(CTAs)* |
| Enter text here |
|  |
| **What is your purchase > onboarding > lifecycle process for this customer?** |
| Enter text here |
|  |

|  |
| --- |
| **What type of a purchase is this for them?** |
| * High/medium/low cost *(delete as appropriate)* |
|  |
| **How often might they purchase?** |
| * Once a year or less/ More than once a year/Monthly/Lots and often *(delete as appropriate)* |
|  |
| **What are their alternatives to using you?** *Competitors?* |
| Enter text here |
|  |
| **When in a one-to-one sales meeting, what key fact / message / promise wins you the sale with this customer?** |
| Enter text here |
|  |