



FIND - GET - KEEP

M O R E C U S T O M E R S

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CUSTOMER PERSONAS

TARGET CUSTOMER

Type of company, size, geography etc.

DECISION MAKER

Describe who makes the final call and their profile

GOALS

What are the goals of the decision maker?

WANTS NEEDS & FEARS

What roadblocks stand in the way of making a decision, what would get them to say yes?

WHAT ARE THEY SAYING

...about their goals challenges?

WHAT CAN YOU DO

How do you help them achieve their goals?

MARKETING MESSAGE

CURRENT STATE

What three words would you use **today** to describe your brand?

FUTURE STATE

What three words do you **want** your customers to use to describe your brand?

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DISCOVER

Right customers find you at the right time.

- Brand identity
- Customer profile
- PR awareness
- Industry awareness
- Website
- SEO
- Referrals
- Social Media
- Outbound marketing efforts



CONSIDER

Best first impression. Make it an easy decision to buy.

- Website self-service
- Brand story
- Sales talent
- Customer service
- Pricing
- Reviews
- Competition



PURCHASE

Make it easy and simple to purchase.

- Customer relationship
- Response time
- Mind the details
- Confidence in product
- Proposal and SOW
- Pricing options
- References



ENGAGE

First "live" interaction impactful. Make them feel special.

- Customer on-boarding
- Attention to the 1st 30 days
- Proactive communication
- Account management
- Delivery on expectations
- Knowledge base



ADVOCATE

Customer wants to promote and share your brand.

- Deliver on expectations!
- On time and on budget
- Customer engagement & usage
- Demonstrate Clear ROI
- Measure Net Promoter Score
- Ongoing contact & support

**From startup to exit, let
us show you how to
MAXIMIZE potential!**

**Find More, Time, Money &
Freedom**

Optimize Talent Resources

Protect your Legacy

Accelerate Value

Be Transition Ready



Connect on LinkedIn



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