



DIY Dave

Millennials like this are usually confident and assertive. They are very sure of themselves and tend to speak their minds directly and honestly. They are rational and focus on the here and now. Others consider them inspirational and image-conscious, and appreciate them because they lead by example. They often have a large circle of friends and acquaintances because they are so friendly and comfortable being the center of attention. While they are naturally very fair, they tend to have strong opinions and like to convince others they are right.

Age: 34
Level: Any
Department: Operations
Job: Automotive Service Technicians And Mechanics
Company Type: Retail: Automotive
Buying For: Team/Direct Reports
Role: Buyer
Region: undefined

Needs:

- Be admired
- Be confident
- Be respected

Nature:

- Very commanding
- Reactive

Orientation:

- Relationship-oriented

Decision-Making Process:

- Speculative
- Forward-thinking
- Relies on "sixth sense," "gut reactions" and hunches

Typical Sales Cycle:

- Shorter than average

Can It Be Shortened?

- Yes, if solution captures imagination

Are Decisions Final?

- Yes

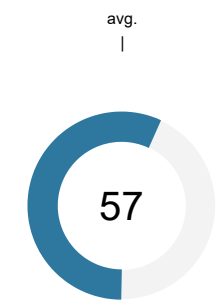
Sales Dos:

- Create logical arguments
- Take your time, but get to the point
- Compliment them

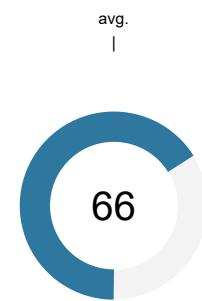
Sales Don'ts:

- Mislead or overpromise
- Break promises/fail to keep your word
- Point out their shortcomings or failings

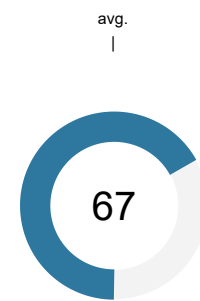
Personality Traits & Characteristics



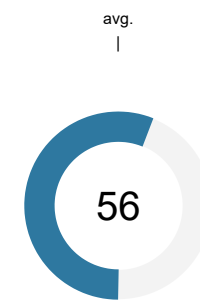
Agreeableness



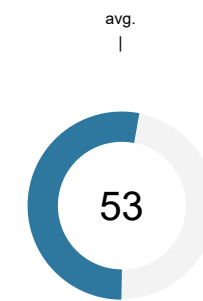
Openness



Impulse Control



Doing Vs. Thinking



Extroversion

Professional Life





Employment

Job:

- Automotive Service Technicians and Mechanics

Job Description:

- Diagnose, adjust, repair, or overhaul automotive vehicles.

Employment By Industry:

- Retail trade (40.84%)
- Other services (except public administration) (30.59%)
- Self-Employed, Multi-industry or Unclassified (16.53%)
- Government (3.64%)
- Wholesale trade (2.38%)
- Transportation and warehousing (1.58%)
- Real estate and rental and leasing (1.09%)
- Administrative and support and waste management and remediation services (0.98%)
- Arts, entertainment, and recreation (0.44%)
- Manufacturing (0.4%)
- Construction (0.39%)
- Educational services; state, local, and private (0.31%)
- Professional, scientific, and technical services (0.3%)
- Utilities (0.24%)
- Healthcare and social assistance (0.22%)
- Management of companies and enterprises (0.09%)
- Information: broadcasting, motion pictures, publishing, telecommunications, and internet (0.08%)
- Accommodation and food services (0.07%)
- Mining, quarrying, and oil and gas extraction (0.04%)
- Finance and insurance (0.04%)



Sector:

- Installation, Maintenance, and Repair Occupations

Category:

- Automotive Service Technicians And Mechanics

Typical Education Level:

- Postsecondary nondegree award

Category Size:

- 782200 (US)

10-yr Growth Rate:

- 1.6%





Pain Points & Priorities

Job:

- Automotive Service Technicians and Mechanics

Job Description:

- Diagnose, adjust, repair, or overhaul automotive vehicles.

Pain Points:

- **Technical Knowledge:** Staying current with vehicle technology advancements.
- **Physical Demands:** Lifting, bending, and kneeling during repairs.
- **Safety:** Exposure to hazardous chemicals, sharp tools, and heavy equipment.
- **Customer Interactions:** Explaining repairs and costs to customers.
- **Fast-Paced Environment:** Meeting quick turnaround times for repairs.
- **Dirty Work:** Working with grease, oil, and dirt.
- **Varied Vehicle Types:** Dealing with a wide range of vehicle makes and models.



Priorities:

- **Diagnostic Accuracy**
- **Repair Efficiency**
- **Customer Satisfaction**
- **Turnaround Time**
- **Continuing Education**

Professional Focus:

- Unique accomplishments through change

Wants To:

- Move the team forward

Always:

- Defends POV/choice





Tools & Technologies

Job:

- Automotive Service Technicians and Mechanics

Job Description:

- Diagnose, adjust, repair, or overhaul automotive vehicles.

Tools & Technologies Used (By Category):

- Multimeters, Hammers, Multi Gas Monitors, Adjustable Wrenches, Air Compressors, Refrigerant Compressors, Pneumatic Drill, Pneumatic Sanding Machines, Specialty Wrenches, Hex Keys, Voltage Or Current Meters, Organic Light Emitting Displays, Vacuum Pumps, Anvils, Awls, Pullers, Ball Peen Hammer, Metal Band Sawing Machine, Battery Chargers, Battery Acid Hydrometers, Battery Testers, Tracer Or Duplicating Or Contouring Lathe, Bolt Cutters, Borescope Inspection Equipment, Box End Wrenches, Pipe Bending Tools, Automotive Honing Machine, Brake Repair Kits, Power Buffers, Wire Or Cable Cutter, Calipers, Capacitance Meters, Trim Or Molding Tools, Catalytic Combustion Analyzers, Punches Or Nail Sets Or Drifts, Locking Pliers, Circuit Tester, Power Saws, Claw Hammer, Growler Tester, Cold Chisels, Combination Pliers, Combination Wrenches, Gas Detectors, Compression Testers, Digital Testers, Portable Data Input Terminals, Open End Wrenches, Blow Torch, Deburring Tool, Desktop Computers, Diagonal Cut Pliers, Dial Indicator Or Dial Gauge, Drill Bit Set, Drill Press Or Radial Drill, Engine Ignition Systems, Dynamometers, Power Drills, Automotive Exhaust Emission Analyzers, Retaining Ring Pliers, Feeler Gauges, Flat Hand File, Forklifts, Wheel Alignment Equipment, Pressure Indicators, Gas Welding Or Brazing Or Cutting Apparatus, Cleaning Scrapers, Grease Guns, Power Grinders, Hacksaw, Hand Clamps, Heat Guns, Paint Sprayers, Hoists, Hydraulic Press Frames, Compressed Air Gun, Impact Wrenches, Heat Tracing Equipment, Inspection Mirror, Linemans Pliers, Engine Or Vehicle Stands, Jacks, Levels, Laser Printers, Leak Testing Equipment, Integrated Circuit Testers, C Clamps, Longnose Pliers, Wheel Nut Or Lug Wrench, Magnetic Tools, Acoustic Sensors, Cutting Die, Taps, Metal Inert Gas Welding Machine, Micrometers, Needlenose Pliers, Nibblers, Remote Reading Thermometers, Nut Drivers, Ohmmeters, Oil Gun, Oscilloscopes, Personal Computers, Screwdrivers, Picks, Pipe Wrenches, Plasma Arc Welding Machine, Pneumatic Impact Wrenches, Pressure Or Steam Cleaners, Pneumatic Vacuum Equipment, Ear Muffs, Protective Gloves, Pry Bars, Ratchets, Razor Knives, Hand Reamer, Motor Starter Controls, Rivet Tools, Safety Glasses, Safety Shoes, Shears, Shielded Metal Arc Welding Or Stick Welding Machine, Mill Saw File, Socket Sets, Sockets, Soldering Iron, Welding Or Soldering Kit, Steering Wheel Puller, Rasps, Strap Wrenches, Tachometers, Tape Measures, Speed Sensors, Tire Pressure Gauge, Tongue And Groove Pliers, Torque Wrenches, Torx Keys, Tube Bending Machine, Pipe Or Tube Cutter, Two Way Radios, Ultrasonic Examination Equipment, Vacuum Gauges, Valve Seat Cutter, Bench Vises, Welding Masks, Wheel Balancing Equipment, Winches, Wire Brushes, Wire Cutters, Stripping Tools, Workshop Cranes





Software Used

Job:

- Automotive Service Technicians and Mechanics

Job Description:

- Diagnose, adjust, repair, or overhaul automotive vehicles.

Software Used (By Category):

- Facilities Management Software, Data Base User Interface And Query Software, Analytical Or Scientific Software, Computer Aided Manufacturing Cam Software, Project Management Software, Internet Browser Software, Spreadsheet Software, Office Suite Software, Electronic Mail Software, Operating System Software, Word Processing Software, Accounting Software, Information Retrieval Or Search Software, Enterprise Resource Planning Erp Software





Trends

Job:

- Automotive Service Technicians and Mechanics

Job Description:

- Diagnose, adjust, repair, or overhaul automotive vehicles.

Occupational Trends:

- Electric Vehicle (EV) Training: Automotive service technicians and mechanics are receiving training in EV maintenance and repair as the market for electric vehicles continues to expand.
- Software Updates and Diagnostics: With the increasing computerization of vehicles, technicians need skills in diagnosing and updating vehicle software and addressing electronic issues.
- Remote Diagnostics and Telematics: Technicians are using telematics and remote diagnostic tools to assess vehicle health and identify issues remotely, improving efficiency and reducing downtime.





Key Performance Indicators

Company Type:

- Retail: Automotive

Company Size:

- Public

Sector:

- Installation, Maintenance, and Repair Occupations

Description:

- The automotive industry involves the design, manufacturing, and sale of motor vehicles.

Manufacturing and Production:

- **Production Output:**Measuring the number of vehicles produced within a specific timeframe.
- **Production Efficiency:**Evaluating the efficiency of manufacturing processes and minimizing production downtime.
- **Defect Rate:**Tracking the number of defects or quality issues in vehicles during the manufacturing process.
- **Inventory Turnover:**Measuring the rate at which vehicles are sold and replaced in inventory.
- **Lead Time:**Assessing the time it takes to produce a vehicle from order to delivery.
- **Supplier Performance:**Evaluating the performance and reliability of suppliers in providing parts and components.

Quality and Safety:

- **Vehicle Safety Ratings:**Monitoring safety ratings and crash test results for vehicles.
- **Recall Rate:**Tracking the number of vehicles recalled due to safety or quality concerns.
- **Customer Complaints:**Gathering and addressing customer complaints related to vehicle quality and safety.
- **Warranty Claims:**Monitoring warranty claims and repairs related to manufacturing defects.

Sales and Dealership Performance:

- **Vehicle Sales:**Measuring the number of vehicles sold by model, region, or dealership.
- **Market Share:**Tracking the automotive brand's market share in specific regions or segments.
- **Sales Conversion Rate:**Assessing the percentage of leads or inquiries that result in vehicle sales.
- **Customer Retention Rate:**Measuring the percentage of customers who return to purchase additional vehicles.
- **Average Transaction Price:**Calculating the average selling price of vehicles.
- **Inventory Turnover Rate:**Monitoring the rate at which vehicles are sold from dealership inventory.
- **Customer Satisfaction Index (CSI):**Gathering feedback from customers to assess overall satisfaction.
- **Net Promoter Score (NPS):**Measuring customer loyalty and willingness to recommend the brand or dealership.
- **Salesperson Performance:**Evaluating the sales performance of individual salespeople.

Aftersales and Service:

- **Service Revenue:**Measuring revenue generated from vehicle servicing and maintenance.
- **Service Appointment Efficiency:**Evaluating the efficiency of scheduling and completing service appointments.
- **Service Technician Productivity:**Assessing the productivity and efficiency of service technicians.
- **Parts Inventory Management:**Monitoring the availability and turnover of service parts.
- **Customer Satisfaction with Service:**Gathering feedback on the quality of service and aftersales support



Customer Satisfaction with Service: Gathering feedback on the quality of service and after-sales support.





Key Performance Indicators (continued)

Company Type:

- Retail: Automotive

Company Size:

- Public

Sector:

- Installation, Maintenance, and Repair Occupations

Description:

- The automotive industry involves the design, manufacturing, and sale of motor vehicles.

Financial Performance:

- **Revenue and Profit Margins:** Calculating the revenue and profitability of automotive operations.
- **Operating Costs:** Monitoring expenses related to manufacturing, sales, and operations.
- **Return on Investment (ROI):** Measuring the return on investment for marketing and advertising efforts.
- **Dealership Profitability:** Assessing the financial performance of individual dealerships.
- **Financial Leverage:** Evaluating the use of debt and financial leverage in operations.

Sustainability and Environmental Impact:

- **Environmental Compliance:** Ensuring compliance with environmental regulations and standards.
- **Carbon Emissions:** Measuring and reducing greenhouse gas emissions in manufacturing and operations.
- **Recycling and Waste Reduction:** Tracking efforts to recycle materials and reduce waste.
- **Sustainable Materials Usage:** Assessing the use of sustainable and eco-friendly materials in vehicle manufacturing.

Innovation and Research:

- **Research and Development (R&D) Investment:** Monitoring the investment in R&D activities and innovation.
- **New Technology Adoption:** Assessing the adoption of new technologies, such as electric vehicles (EVs) and autonomous driving.

Supply Chain and Logistics:

- **Supply Chain Efficiency:** Evaluating the efficiency of supply chain and logistics processes.
- **On-Time Delivery:** Measuring the punctuality of parts and component deliveries.
- **Inventory Management:** Monitoring inventory levels and optimizing supply chain operations.





Prospecting

In:

- Specific, shared interest, group affiliation or high-value mutual connection

Angle:

- Appeal to intellect/willingness to share expertise
- Be direct, judicious
- undefined

First Contact:

- DM

Be Prepared To Provide:

- Essential information

How Quickly Should You Respond To Replies?

- Respond immediately

Use Emojis In Messages?

- No

Grammar & Punctuation:

- Proper grammar, punctuation



Industry:

- Automotive

Relevant NAICS Codes:

- Plastics and Rubber Products Manufacturing (326), Transportation Equipment Manufacturing (336), Other Fabricated Metal Product Manufacturing (3329), Metalworking Machinery Manufacturing (3335), Semiconductor and Other Electronic Component Manufacturing (3344), Electrical Equipment Manufacturing (3353), Motor Vehicle Manufacturing (3361), Motor Vehicle Parts Manufacturing (3363), Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers (4231), Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers (4231), Automobile Dealers (4411), Automotive Repair and Maintenance (8111), Electronic and Precision Equipment Repair and Maintenance (8112)

Interact On Social?



Follow



Like



Comment



Comment





Messaging

Voice:

- Authority

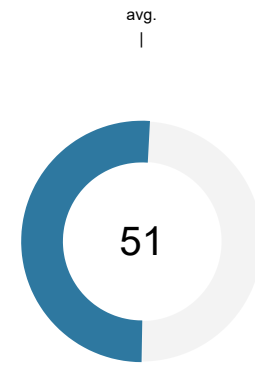
Tone:

- Infotainment

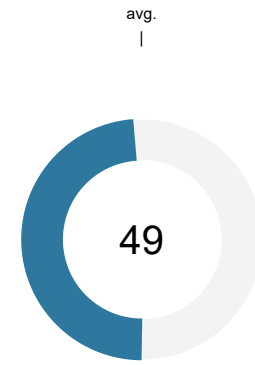
Messaging Subtext:

- Show them how use reflects inner strength, risk-taking, boldness

Story Arcs:



Appeal Of Transformational Narratives



Appeal Of Informational Narratives

Stress:

1. Innovative
2. Technologically Advanced
3. Safe & Effective

Highlight:

- Impact Of Use

Quote/Reference:

- Experts

Be Prepared To Provide:

- Essential information

Use FOMO?

- No FOMO

Key Product/Service Question Content Should

Answer:

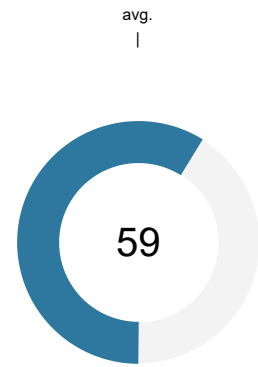
- Does it do what it says it does?





Content Creation

Keyword Usage:



Less Specific To More Specific

Subject Line Hierarchy:

1. Data/technical:

ex: Why personality-based sales is 46% more effective

template: Why [KEY PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, CHEAPER, ETC.]

ex: Get results 8x faster

template: Achieve [GOAL] [VERIFIABLE CLAIM]

2. Intrigue/curiosity:

ex: The one thing that will improve your conversion rates (hint: it's not cold-calling)

template: The one thing that will improve [EXISTING PAIN POINT OR NEED] (hint: it's not [OBVIOUS SOLUTION])

ex: The crazy-stupid way to close 10x more deals (and no, it's not what you think)

template: The [METHOD] to achieve [GOAL] [TEASER]

3. Personal narratives:

ex: The time I had to do a demo underwater

template: The time I had to [INDUSTRY-SPECIFIC ACTIVITY] in [AN UNUSUAL LOCATION OR CIRCUMSTANCE]

ex: Everything I learned about marketing I learned from my Mom

template: [TOPIC] [ACCOMPLISHMENT] [UNUSUAL SOURCE, LOCATION, CIRCUMSTANCE, ETC.]

Themes To Consider:

- Knowledge
- Understanding the world
- Achieving your goals
- Being recognized for intellectual achievements
- Self-empowerment












Conversions

Adoption Curve Entry Point:

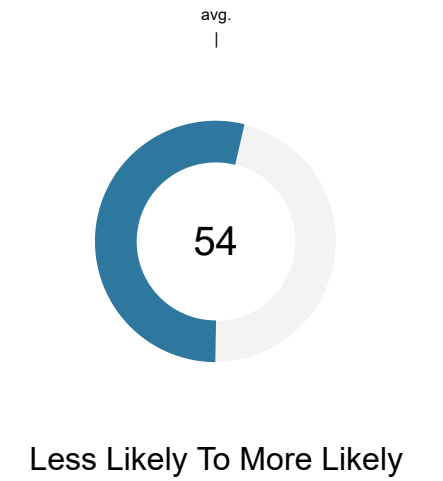
- Early-adopter



Nurturing Sequence:

- 
 Share category-related quizzes to get likes, shares and comments
- 
 Share and comment on findings and discoveries that mention competitors
- 
 Post opt-in offers that highlight the positive impacts of product/service use
- 
 Share an open-ended invitation to check out a try-before-buy/freemium opportunity
- 
 Share use case-based assessments that present both pros and cons, and feature experts
- 
 Send a personal invitation to a lunch 'n' learn with a transformational theme
- 
 Share whitepapers that focus on the rational impacts of product/service use

Need To Consider Options:





Awareness

Owner

- Mkt.

KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

Buyer Journey

- Problem Identification

Suggested Content

- Ads
- Blog Posts
- Category/Value Prop How To's...
- Cold Outreach
- Findings & Discoveries
- Lunch 'n' Learns
- Paid Search
- Quizzes
- ROI Assessments
- SEO
- Social Media
- Use Case Overviews & Assessments
- Videos (Transformational)





Interest

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

Buyer Journey

- Solution Exploration

Suggested Content

- Assessments
- Blog Posts
- Case Studies
- Category/Value Prop How To's...
- Events With Transformational Themes
- FAQs
- Findings & Discoveries
- Head-To-Head Product Comparisons
- Landing Pages
- Lunch 'n' Learns
- Paid Search
- ROI Assessments
- SEO
- Social Media
- Use Case Overviews & Assessments
- Videos (Transformational)





Evaluation

Owner

- Sales
- Mkt.

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Demos (Virtual or IRL)

Buyer Journey

- Requirement Building

Suggested Content

- Case Studies
- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Events With Transformational Themes
- FAQs
- Findings & Discoveries
- Landing Pages
- Lunch 'n' Learns
- ROI Assessments
- Use Case Overviews & Assessments
- Videos (Transformational)





Consideration

Owner

- Sales
- Finance

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

Buyer Journey

- Supplier Selection; Quotes, Pricing & Negotiation

Suggested Content

- Case Studies
- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Networking Events
- Presentations
- Pricing Pages
- Product Pages
- Tips
- Hacks & Insider Perspectives
- Videos (Transformational)
- eBooks





Conversion

Owner

- Sales
- Finance
- Operations
- Customer Success

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Journey

- Purchase; Delivery

Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Tips
- Hacks & Insider Perspectives





Retention

Owner

- CS
- Mkt.
- Sales

KPIs

- Usage (Volume, Frequency)
- Churn
- Upsells
- Page Views (How Tos, Learning Center, etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

Buyer Journey

- Post-Sales Support

Suggested Content

- Best Practices Emails
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Rewards Programs
- Satisfaction Surveys
- Social Media
- Support Articles





Demos & Events

Demo Tone:

- Objective

Focus On:

- Impact Of Use

Expect Them To Be A Listener Or A Talker?

- Talker

Guide? Or Self-Guide?

- Guide

For Virtual Demos:

- Provide specific log in time

Rundown:

- 1**
Start with "the big picture"
- 2**
Be concise
- 3**
Highlight technologically advanced/innovative features
- 4**
Show them they'll be able to control choices like add-ons, upgrades, timing, billing cycle, etc.
- 5**
Ask them if they have any advice

Suggested Event Type:

- Infotainment

Why This Person Might Attend:

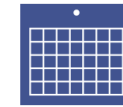
- Networking; high-profile exposure

Event Size:

- Any

RSVP:

- Ask for a formal commitment "at your convenience"



Suggested Events & Activities:

- Complimentary Assessments
- Co-branding Initiatives, Collabs, Partnerships
- Findings & Discoveries Seminars
- Referral Programs
- Cause-Charity Marketing
- Public Sampling
- Lunch 'n' Learns

