



eCommerce Leader

Millennials like this are usually outgoing, responsible and strong-willed. They like to be around other people and actively put themselves into social situations. They generally defer to status and/or authority and live for tomorrow. Their friends consider them loyal and respectful, and appreciate them because they always try to embrace each new adventure. They prefer to be in charge of things and are usually quite good at organizing events and groups of people. They have very clear opinions about right and wrong, and can get annoyed when others make exceptions to established rules.

Age: 41
Level: Executive
Department: Retail
Job: ECommerce Merchant
Company Type: Ecommerce
Buying For: Company
Role: Decider
Region: undefined

Needs:

- Be diligent
- Be confident
- Be consistent

Nature:

- Very hard-charging
- Reactive

Orientation:

- Relationship-oriented

Decision-Making Process:

- Systematic, but action-averse
- Analytical
- Focuses on concrete, real-world data and application; uses senses to evaluate information

Typical Sales Cycle:

- Longer than average

Can It Be Shortened?

- Unlikely

Are Decisions Final?

- Yes

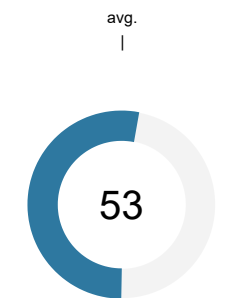
Sales Dos:

- Create logical arguments
- Take your time
- Appreciate their spontaneity

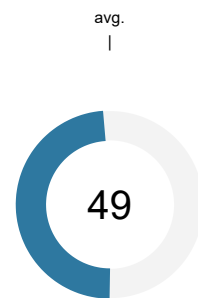
Sales Don'ts:

- Attack or challenge assumptions
- Fail to deliver promises
- Be clingy or needy

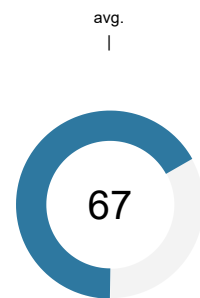
Personality Traits & Characteristics



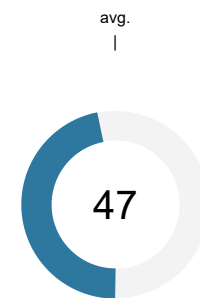
Agreeableness



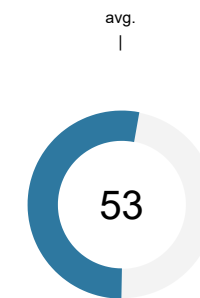
Openness



Impulse Control



Doing Vs. Thinking



Extroversion

Professional Life





Employment

Job:

- eCommerce Merchant

Job Description:

- Address organizational sustainability issues, such as waste stream management, green building practices, and green procurement plans.

Employment By Industry:

- Government (25.05%)
- Professional, scientific, and technical services (12.48%)
- Educational services; state, local, and private (8.81%)
- Finance and insurance (6.47%)
- Healthcare and social assistance (6.36%)
- Administrative and support and waste management and remediation services (5.91%)
- Other services (except public administration) (5.6%)
- Management of companies and enterprises (5.16%)
- Manufacturing (4.63%)
- Information: broadcasting, motion pictures, publishing, telecommunications, and internet (3.72%)
- Wholesale trade (3.09%)
- Retail trade (2.71%)
- Self-Employed, Multi-industry or Unclassified (2.3%)
- Transportation and warehousing (1.69%)
- Construction (1.66%)
- Real estate and rental and leasing (1.35%)
- Arts, entertainment, and recreation (1.09%)
- Accommodation and food services (1.08%)
- Utilities (0.72%)
- Mining, quarrying, and oil and gas extraction (0.19%)



Sector:

- Business and Financial Operations Occupations

Category:

- Business Operations Specialists, All Other

Typical Education Level:

- Bachelor's degree

Category Size:

- 1174800 (US)

10-yr Growth Rate:

- 4.1%





Pain Points & Priorities

Job:

- eCommerce Merchant

Job Description:

- Address organizational sustainability issues, such as waste stream management, green building practices, and green procurement plans.

Pain Points:

- **E-commerce Competition:**Facing intense competition from other online retailers.
- **Supply Chain Logistics:**Managing efficient product sourcing, warehousing, and delivery.
- **Website Maintenance:**Ensuring a user-friendly and secure online shopping experience.
- **Inventory Management:**Optimizing inventory levels to prevent overstocking or stockouts.
- **Customer Trust:**Building and maintaining trust with online customers for repeat business.
- **Cybersecurity:**Protecting customer data and business operations from cyber threats.
- **Payment Processing:**Managing secure and efficient online payment systems.



Priorities:

- **Sales Revenue**
- **Conversion Rate**
- **Customer Acquisition Cost (CAC)**
- **Shopping Cart Abandonment Rate**
- **Customer Reviews and Ratings**

Professional Focus:

- Accountability for own work

Wants To:

- Get it done

Always:

- Gets job done





Tools & Technologies

Job:

- eCommerce Merchant

Job Description:

- Address organizational sustainability issues, such as waste stream management, green building practices, and green procurement plans.

Tools & Technologies Used (By Category):

- Magnetic Stripe Readers And Encoders, Desktop Computers, Dot Matrix Printers, Pen Or Flash Drive, Band Printers, Laser Fax Machine, Personal Computers, Tablet Computers





Software Used

Job:

- eCommerce Merchant

Job Description:

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Software Used (By Category):

- Web Page Creation And Editing Software, Graphics Or Photo Imaging Software, Web Platform Development Software, Data Base Management System Software, Operating System Software, Sales And Marketing Software, Data Mining Software, Object Or Component Oriented Development Software, Point Of Sale Pos Software, Enterprise Application Integration Software, Accounting Software, Business Intelligence And Data Analysis Software, Communications Server Software, Inventory Management Software, Development Environment Software, Data Base User Interface And Query Software, Customer Relationship Management Crm Software, Spreadsheet Software, Office Suite Software, Electronic Mail Software, Presentation Software, Project Management Software, Word Processing Software, Mobile Operator Specific Application Software, Enterprise Resource Planning Erp Software, Mailing And Shipping Software, Instant Messaging Software, Internet Browser Software, Video Creation And Editing Software





Trends

Job:

- eCommerce Merchant

Job Description:

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Occupational Trends:

- Omnichannel Retail: The integration of physical and online shopping experiences will continue to grow. Online merchants may expand into brick-and-mortar stores or offer options like buy online, pick up in-store (BOPIS) to provide seamless customer experiences.
- Personalization: Offering personalized shopping experiences based on customer behavior and preferences will enhance customer engagement and loyalty. Personalized product recommendations and content will be key.
- AI and Chatbots: Artificial intelligence (AI) and chatbots may assist with customer service, handling routine inquiries, and providing instant support, improving efficiency and customer satisfaction.





Key Performance Indicators

Company Type:

- Ecommerce

Company Size:

- Medium

Sector:

- Business and Financial Operations
Occupations

Description:

- The internet industry involves the provision of online services, content, and infrastructure.

Sales and Revenue:

- **Total Sales:** Measuring the total revenue generated from product sales.
- **Sales Growth:** Evaluating year-over-year or month-over-month sales growth.
- **Average Order Value (AOV):** Calculating the average value of each customer order.
- **Conversion Rate:** Measuring the percentage of website visitors who make a purchase.

Customer Acquisition and Retention:

- **Customer Acquisition Cost (CAC):** Assessing the cost of acquiring new customers through marketing efforts.
- **Customer Retention Rate:** Measuring the percentage of customers who return for repeat purchases.
- **Customer Lifetime Value (CLV):** Calculating the expected revenue from a customer over their lifetime.

Website Performance:

- **Website Traffic:** Monitoring the number of visitors to the eCommerce website.
- **Bounce Rate:** Measuring the percentage of visitors who leave the website after viewing only one page.
- **Page Load Speed:** Ensuring fast and responsive website performance.
- **Cart Abandonment Rate:** Tracking the percentage of shoppers who abandon their shopping carts without completing a purchase.

Inventory Management:

- **Stockout Rate:** Tracking instances when products are out of stock and unavailable for purchase.
- **Inventory Turnover Rate:** Measuring how quickly inventory is sold and replenished.
- **Inventory Holding Costs:** Calculating the costs associated with storing and managing inventory.



Key Performance Indicators (continued)

Company Type:

- Ecommerce

Company Size:

- Medium

Sector:

- Business and Financial Operations
Occupations

Description:

- The internet industry involves the provision of online services, content, and infrastructure.

Product Performance:

- **Best-Selling Products:**Identifying and promoting the top-selling products or categories.
- **Product Margin:**Evaluating the profitability of individual products or product groups.
- **Product Return Rate:**Tracking the percentage of products returned by customers.

Customer Satisfaction:

- **Customer Feedback:**Gathering feedback from customers on their shopping experience.
- **Net Promoter Score (NPS):**Measuring customer loyalty and willingness to recommend the eCommerce platform.
- **Online Reviews and Ratings:**Monitoring customer reviews and ratings on the website or review platforms.

Marketing and Advertising:

- **Marketing ROI:**Evaluating the return on investment for marketing and advertising campaigns.
- **Customer Acquisition Channels:**Identifying the most effective marketing channels for acquiring customers.
- **Email Marketing Performance:**Tracking open rates, click-through rates, and conversion rates for email campaigns.

Order Fulfillment and Shipping:

- **Order Accuracy:**Ensuring the accuracy and completeness of customer orders.
- **Shipping Speed:**Measuring the time it takes to deliver orders to customers.
- **Shipping Cost Management:**Monitoring shipping costs and optimizing carrier agreements.





Key Performance Indicators (continued)

Company Type:

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Company Size:

- Medium

Sector:

- Business and Financial Operations
Occupations

Description:

- The internet industry involves the provision of online services, content, and infrastructure.

Payment and Checkout:

- **Payment Processing Efficiency:** Assessing the efficiency and reliability of payment processing.
- **Checkout Abandonment Rate:** Tracking the percentage of customers who abandon the checkout process.
- **Payment Conversion Rate:** Measuring the percentage of visitors who complete a purchase after reaching the payment step.

Mobile Commerce (M-commerce):

- **Mobile Traffic Share:** Measuring the percentage of website traffic coming from mobile devices.
- **Mobile App Performance:** Assessing the performance and usability of mobile apps.
- **Mobile Conversion Rate:** Tracking the percentage of mobile visitors who make a purchase.

Return and Refund Management:

- **Return Rate:** Measuring the percentage of products returned by customers.
- **Refund Processing Time:** Ensuring timely processing of refunds to customers.





Prospecting

In:

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

Angle:

- Appeal to need for achievement/desire for higher status
- Be thoughtful
- undefined

First Contact:

- Call/DM

Be Prepared To Provide:

- As much information as possible

How Quickly Should You Respond To Replies?

- Respond immediately

Use Emojis In Messages?

- No

Grammar & Punctuation:

- Proper grammar, punctuation



Industry:

- Internet

Relevant NAICS Codes:

- Social Networking Platforms (n/a), Online Audio and Video Media (n/a), Media and Telecommunications (n/a), Information (51), Broadcasting (except Internet) (515), Telecommunications (517), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), Wired and Wireless Telecommunications Carriers (5173), Satellite Telecommunications (5174), Motion Picture and Video Production (51211), Music Publishers (51223), Internet Publishing and Broadcasting and Web Search Portals (51913)

Interact On Social?



Follow



Like



Comment



Comment





Messaging

Voice:

- Authority

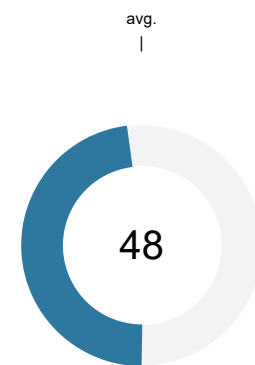
Tone:

- Social

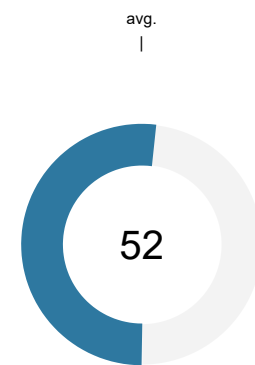
Messaging Subtext:

- Show them there is a clear process

Story Arcs:



Appeal Of Transformational Narratives



Appeal Of Informational Narratives

Stress:

1. Safe & Effective
2. Innovative
3. Popular

Highlight:

- Overall Utility

Quote/Reference:

- Experts

Be Prepared To Provide:

- As much information as possible

Use FOMO?

- No FOMO

Key Product/Service Question Content Should

Answer:

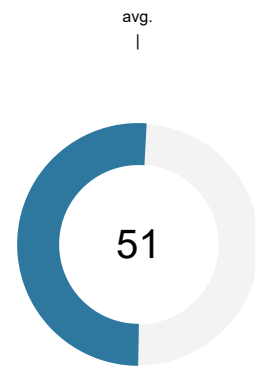
- Does it do what it says it does?





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. Name-check voices of authority:

ex: The sales lesson I learned from being on Shark Tank

template: The [INDUSTRY-SPECIFIC] lesson I learned from [A TYPE OF PERSONAL ACTION] in [POPULAR ACTIVITY]

ex: Why Hubspot superstars always target the right kind of prospects

template: The [LESSON] [VOICE OF AUTHORITY] knows about [SPECIFIC GOAL]

3. Help/how to solve a problem:

ex: How to help your prospects move through the sales cycle faster

template: How to help [CUSTOMER TARGET SEGMENT] accomplish [INDUSTRY OR CATEGORY-SPECIFIC GOAL], only [BETTER, FASTER, CHEAPER, ETC.]

ex: How to help your prospects move through the sales cycle 3x faster

template: Help [TARGET AUDIENCE] achieve [SPECIFIC GOAL]

Themes To Consider:

- Power
- Success
- Ambition
- Being recognized for innovative achievements
- Self-empowerment

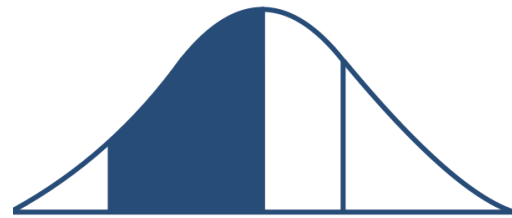




Conversions

Adoption Curve Entry Point:

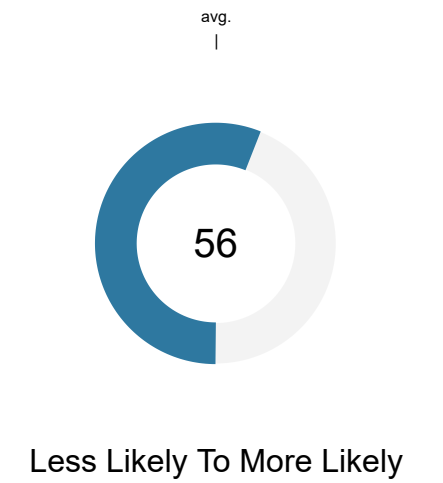
- Early-adopter, if value proven; otherwise early-majority



Nurturing Sequence:

- 
 Share category-related quizzes to get likes, shares and comments
- 
 Share and comment on posts from thought-leaders that mention competitors
- 
 Post opt-in offers that can be used to highlight various features and functionality
- 
 Share an open-ended invitation to join a rewards program
- 
 Share whitepapers that present both pros and cons, and feature experts
- 
 Send a personal invitation to a lunch 'n' learn that provides lots of information
- 
 Share newsletters 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
- Lunch 'n' Learns
- News
- Paid Search
- Quizzes
- ROI Assessments
- SEO
- Social Media
- Videos (Informational)





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
- Category/Value Prop How To's...
- Events With Informational Themes
- FAQs
- Head-To-Head Product Comparisons
- Landing Pages
- Lunch 'n' Learns
- Paid Search
- ROI Assessments
- SEO
- Social Media
- Videos (Informational)
- Whitepapers





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

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Events With Informational Themes
- FAQs
- Landing Pages
- Lunch 'n' Learns
- ROI Assessments
- Videos (Informational)
- Whitepapers





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

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





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

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





Demos & Events

Demo Tone:

- Objective

Focus On:

- Overall Utility

Expect Them To Be A Listener Or A Talker?

- Talker

Guide? Or Self-Guide?

- Self-guide

For Virtual Demos:

- Provide specific log in time

Rundown:

1
Start with specific goals and objectives

2
Be concise

3
Highlight popular features

4
Show them they'll be able to control choices like add-ons, upgrades, timing, billing cycle, etc.

5
Ask them what they think

Suggested Event Type:

- Social

Why This Person Might Attend:

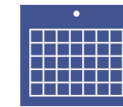
- Transactional/elevate or maintain status

Event Size:

- Any

RSVP:

- Ask them to opt out by a specific date



Suggested Events & Activities:

- Complimentary Assessments
- Lunch 'n' Learns
- Referral Programs
- Industry Seminars & Masterclasses
- Public Sampling
- Webinars
- Demos & Sampling

