



Wolter Buyer Personas



Introduction

- Buyer personas help you understand your customers (and prospective customers) better and make it easier for you to tailor content to the specific needs, behaviors and concerns of different groups.
- To develop Wolter personas, we analyzed customer and prospect data to determine concentrations of specific titles among business groups.
- We also used existing Wolter personas, qualitative research and online research to create these buyer personas.

NOTE: It's also helpful to be aware of changes in the B2B buyer demographics that have been [reported over the last 5 years](#). Studies by Google show an increasing number of millennials are involved in the buying process. And, while the C-suite may be a final decision-maker, younger B2B folks, namely Millennials are moving up in their careers and into the role of researcher or influencer. About half of B2B researchers are 18-to-34-year-olds.



Business Categories

- Wolter products and services fall into six major categories:
 - Material Handling – Lift Trucks & Warehouse Products
 - Material Handling – Cranes & Hoists
 - Material Handling – Wholesale Equipment
 - Engineered Systems & Automation
 - Office Solutions
 - Power Systems
- Personas were developed for each business category
- Some personas are common across categories
- Plant Manager, also known as Operations Manager, is the most common persona per sales team

Plant Manager Mike

RESPONSIBILITIES

- Oversees plant operations and maintenance
- Ensures consistent, quality production output and on-time completion of products
- Committed to plant safety protocols
- Manages/schedules capital investment projects
- Plans, schedules, approves new equipment purchases

PURCHASE TRIGGERS & PAIN POINTS

- High pressure and responsibility, on call 24/7
- Faces chaotic equipment issues and works to return to full productivity with the least impact
- Strives to lower operating cost via innovation (i.e. automation, new technology, outsourcing, waste reduction)
- Buys for planned purchases (product features and cost-focused) and emergency needs (delivery/install time-focused)
- Interested in product info, recalls, installation updates



PROFESSIONAL INFO

Job Titles:
Operations Manager, Plant Manager, General Manager, Manufacturing Manager

WOLTER GROUP
WISCONSIN LIFT TRUCK
ILLINOIS MATERIAL HANDLING
PENNSYLVANIA EQUIPMENT COMPANY
BOHNER EQUIPMENT COMPANY
A D LIFT TRUCK
EQUIPMENT SYSTEMS
WOLTER POWER SYSTEMS

INTERESTED IN PRODUCTS & SERVICES THAT:

- Are cost-effective, functional, easy to install, operate and maintain
- Have a track record of proven success or value
- Create efficiencies, save time and resources
- Solve challenges related to inventory management, plant productivity and safety compliance

BARRIERS TO PURCHASE

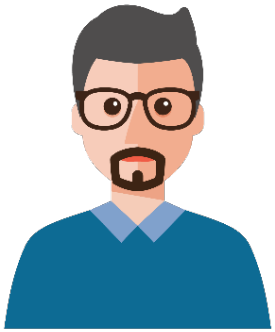
- Needs convincing, wants to know vendor partners' plan of support
- Complex approval process/need for senior leadership buy in
- Existing distributor/vendor relationships
- Time and investment to build trust and alignment for a successful relationship

RESOURCES & INFLUENCERS

- Colleagues and clients
- Vendor relationships
- Uses multiple devices while on the job and off (computer, laptop, mobile devices)
- Digital media and search (competitor websites, industry news and info)
- Content must be compelling and succinct



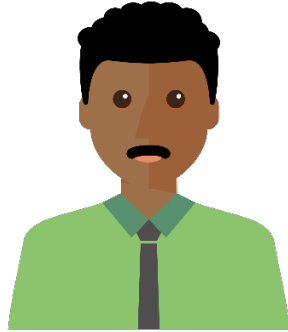
Material Handling – All Categories (Except as Noted)



**Plant Manager
Mike**



**President/Owner
Steven**



**Purchasing
Manager Pat**



**Warehouse
Manager Dan**



**Safety Manager
Marcia**



**Maintenance
Manager Ben**



**Manufacturing
Engineer Tyler**



**Project Engineer
Chris**



**Used Equipment
Manager Andy**

NOTE: Please Ctrl
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for detailed specific
persona description

Specific to
Cranes & Hoists

Specific to
Wholesale Equipment



Engineered Systems & Automation



**Supply Chain
Manager Lara**



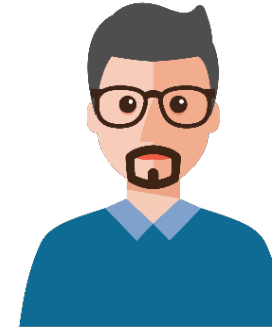
**Project Engineer
Chris**



**Manufacturing
Engineer Tyler**



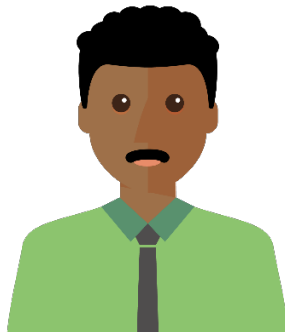
**Warehouse
Manager Dan**



**Plant Manager
Mike**



**President/Owner
Steven**



**Purchasing
Manager Pat**

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click on each image
for detailed specific
persona description

NOTE: In addition to the personas we're sharing above, it is helpful to view future state personas that are focused within the automation industry as Wolter moves in that direction. This [Deloitte whitepaper](#) about the future of manufacturing highlights several including a Smart Factory Manager and Robot Teaming Coordinator.



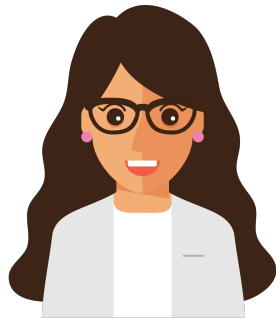
Office Solutions



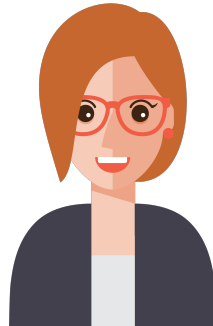
**Office
Manager Mary**



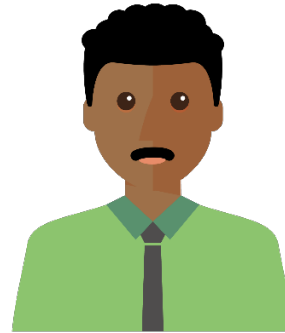
**Architect
Erin**



**Laboratory
Manager Donna**



**Evidence
Officer Eva**

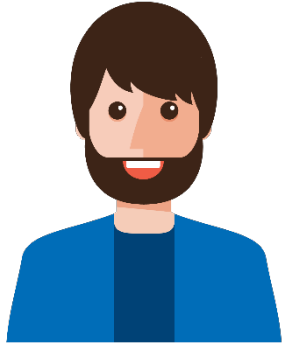


**Purchasing
Manager Pat**

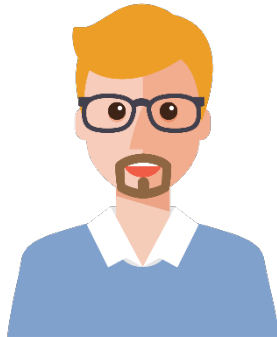
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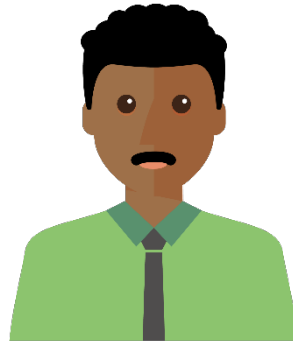
Power Systems



**Project
Manager Rob**



**Estimator
Eric**



**Purchasing
Manager Pat**

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THANK YOU

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