

Buyer Persona Enterprise Eddie

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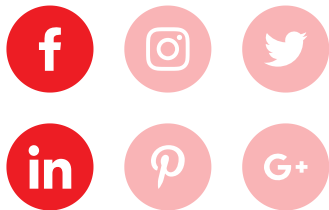
want one?



Age
35 to 44

Highest Level of Education
Bachelor's degree

Social Networks Used



Industry
Technology

Organization Size
5001-10,000+ Employees

Preferred Method of Communication

- Phone

Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- CRM Software
- Email

Job Responsibilities

Their Job Is Measured By

Excel Spread Sheets

Reports to

Lead/Regional Branch Manager
Creative Director

Goals or Objectives

Bottom Line, Sales, Impressing Boss

They Gain Information By

Corporate Handbooks, Summits, Boss, Company Workshops

Biggest Challenges

- Employee Morale
- Problem Solving & Decision Making
- Change of Management

Mondo Profile

- Lives with the mindset that nothing of quality comes out of a company that isn't of enterprise size.
- Only buys Apple products because they KNOW they make the best products in the world.
- Who are you? Who have you worked for? What corporate companies have you done work for?
- We are going to give you so much work, your small company can't handle it.

Buyer Persona

Lonny the Legitimizer

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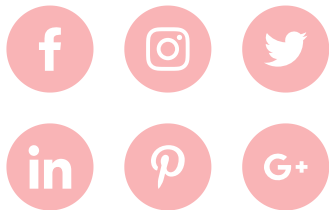
want one?



Age
25 to 34

Highest Level of Education
Masters degree

Social Networks Used



Industry
Pharmaceutical

Organization Size
51-200 Employees

Preferred Method of Communication

- Email
- Phone

Tools They Need to Do Their Job

- Reporting Software
- Email
- Project Management
- Content Management Systems
- Business Intelligence Dashboards

Job Responsibilities

Research, apply for grants

Their Job Is Measured By

How many times they've been published by a legitimate source

Reports to

Head of hospital, board member, founder, themselves

Goals or Objectives

Receive steady funding for research

They Gain Information By

Peer published reviews, libraries, legitimate news sources

Biggest Challenges

- Collaboration & creativity
- Professional development
- Change of management
- Navigating client relationships

Mondo Profile

- Need to legitimize you because they have to legitimize themselves everyday.
- Is it proved to be successful and how are you going to prove it to me?
- What is your method?
- Price is irrelevant or not up to them - has to be approved.

Buyer Persona

Entrepreneur Elsa

want one?

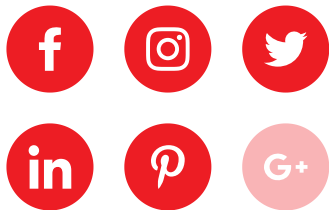
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Age
25 to 40

Highest Level of Education
Associates degree

Social Networks Used



Industry
Retail

Organization Size
1-2

Preferred Method of Communication

- Email
- Phone
- Texts
- Social Media
- Face-to-Face

Tools They Need to Do Their Job

- Email
- Invoicing Software
- Word Processing Programs

Job Responsibilities

Everything, but also lazy due to career change from corporate environment.

Their Job Is Measured By

Sales

Reports to

Themselves

Goals or Objectives

Make more money and become a high roller, never work in an office again.

They Gain Information By

Google, Mom & Dad, Pinterest Boards, Self Help Books, YouTube

Biggest Challenges

- Problem solving
- Project Management
- Communication
- Resources
- Time in the day

Mondo Profile

- Indecisive
- Don't know what it all means
- Don't know how much work it takes to get it done right
- Run my business for me while I watch TV in my slippers and travel

Note from Mondo Team: We need your attention just as much as you need our service to be successful. This isn't set it and forget it.

Buyer Persona Ranger Rick

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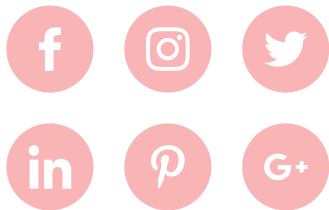
want one?



Age
55 to 64

Highest Level of Education
Some college, no degree

Social Networks Used



Industry
Manufacturing

Organization Size
11-50

Preferred Method of Communication

- Phone
- Email
- Face-to-Face

Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- Invoicing Software
- Email
- Word Processing Programs

Job Responsibilities

Pay their loyal employees, contribute to retirement account, leave a legacy

Their Job Is Measured By

Revenue, Employee Loyalty

Reports to

Themselves & Uncle Sam

Goals or Objectives

Sales, Future Stability

They Gain Information By

Passed down procedures and wisdom, other old industry leader recommendations, magazines, trade shows

Biggest Challenges

- Project Management & Disorganization
- Communication
- Technology Staying Up to Date

Mondo Profile

- No, go away.
- I don't care but my sons been saying we need to do it.
- Skeptical because they haven't needed it in the past, why now?

you've got this. you've got us.

Buyer Persona

Societal Sara

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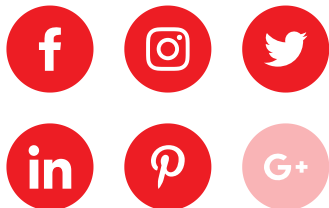
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Age
25 to 34

Highest Level of Education
Bachelors degree

Social Networks Used



Industry
Food & Beverage

Organization Size
11-50

Preferred Method of Communication

- Email
- Phone
- Texts
- Social Media
- Face-to-Face

Tools They Need to Do Their Job

- Accounting & Bookkeeping Systems
- Email
- Invoicing Software
- Employee Scheduling Software
- POS
- Word Processing Software

Job Responsibilities

Run everything, make everyone happy

Their Job Is Measured By

Customer satisfaction

Reports to

Owner or Franchise Manager

Goals or Objectives

Customer satisfaction, great service, great products, love their job

They Gain Information By

Pinterest, articles, books, handed down wisdom, Google

Biggest Challenges

- Problem solving & decision making
- Time management
- Collaboration & creativity

Mondo Profile

- Does what society trends towards
- Other industry leaders insist
- Crafty enough to find ways to pay for this investment regardless of ROI
- Will ask, **“Why can't my team do it?”**

Our answer: Yes, you can do it. However, just as you spend a lot of time and effort on the elaboracies of your products and services, things seem easier than they are and you will certainly agree that there is not enough time in the day to do it. We have the tools, resources, insight, and the time to get you what you need, so you can get back to what you do best. Run your business.