

CUSTOMER PERSONAS



Commercial
Enterprise

Commercial
SMB

Government
Prime
Contractor

West Coast
Residential

East Coast
Residential

IT Agent

High-End
Hospitality

Hardware
Only



COMMERCIAL/ ENTERPRISE

Customer Persona

Demographic Profile:

- Middle-aged managers, predominantly male
- Located in larger cities on the East Coast (from New York to Northern Virginia) and near Los Angeles, California.

Important

Pain Points & Challenges:

Dealing with AV systems that haven't worked correctly, and finding a provider who can handle existing problems while offering a technology refresh instead of a rip-and-replace approach.

Primary Goals:

Implementing reliable, secure, and well-supported enterprise solutions, as well as providing intuitive systems for the end-user base.

Values & Attitudes:

- Corporate approach to decision-making
- Valuing documentation
- Past performance evidence
- Technology demos
- Adequate support with quick turnaround time

Motivations:

- Urgent project timelines
- Finding a problem-solving team capable of tackling complex projects with a high probability of success

**COMMERCIAL/
ENTERPRISE**

Information Consumption:



Email, meetings, slide decks, or PDFs to share with colleagues or management.

Social Media Platform:



Primarily LinkedIn, though mostly for networking purposes.

Factors Influencing Decision-Making:

- Recommendations.
- Customer reviews.
- Adherence to established platforms.
- Industry standards.

Brand Perception:

Views AV providers as a necessary component of doing business. They seek either a solid vendor relationship or competitive pricing.

Customer Service Expectations:

A minimum 1 year service agreement, but ideally multi-year support.

Content, Offers & Promotions:

Trial offers that are easy to get management approval for, such as discounted onsite support visits or onboarding.

Barriers & Objections:

Price competition from low bidders in the market, budget constraints, and limited knowledge of the costs associated with AV solutions.

Research Methods:

Search engines like Google and IT manager forums for information on products and services in the industry.



COMMERCIAL SMB

Customer Persona

Demographic Profile:

👤 Medium-sized businesses with \$50-75 MM in annual revenue, minimum of 250 employees, and has large physical office locations which require and support investment in meeting spaces and conference rooms.

📍 East Coast companies between New York and Northern Virginia and West Coast locations between Santa Barbara and Mexico, with a focus on LA.

**COMMERCIAL
SMB**

Important

Pain Points & Challenges:

Finding a company that can handle the project, coordinate with internal or outsourced IT, and demonstrate the value of the offering, including maintenance.

Primary Goals:

Utilizing the right technology without going overboard on investments.

Values & Attitudes:

They prioritize the right technology investments for AV if it drives business growth while being cost-conscious and interested in understanding ROI.

Information Consumption:



Email, meetings, slide decks, or PDFs to share with colleagues or management.

Motivations:

Purchasing from an established company with strong references and support capabilities.

Social Media Platform:



Primarily LinkedIn, though mostly for networking purposes.

Interests & Lifestyle Preferences:

These managers generally like to maintain closer ties with vendors and are more involved and invested in the projects due to fewer layers of management.

Interaction Preferences:



Email, phone, and Zoom meetings.

Factors Influencing Decision-Making:

- Product features and the ability to understand how the technology works within their environment.
- Customer demos play a crucial role here.

Brand Perception:

They are aware of competitors and sometimes seek competitive quotes but are open to discussing pricing and willing to pay more if they see the value.

Customer Service Expectations:

- No specific expectations for post-sales support.
- Emphasizing maintenance offerings can differentiate the company.
- Team training on the rooms is also an expectation at times.

Barriers & Objections:

- Price, sometimes around 20% higher than competitors.
- Trusting a company they don't know.
- Multiple decision makers involved, but needing approval from higher-ups or board reviews.
- Lack of knowledge of the cost of AV systems.

Content, Offers & Promotions:

- Sales or promotions.
- Discounted maintenance support.
- Favorable scheduling to move projects forward quickly.

Research Methods:

Primarily through Google searches.



GOVERNMENT PRIME CONTRACTOR

Customer Persona

Demographic Profile:

- 👤 Middle to upper-level managers, predominantly male.
- 📍 Located near key government locations such as Washington, D.C., Northern Virginia, and other major cities across the United States with a strong government presence.

Important

Pain Points & Challenges:

Navigating complex and strict procurement processes, maintaining budget constraints, and ensuring that subcontractors meet the required security and quality standards.

Primary Goals:

Establishing partnerships with reliable subcontractors, providing cutting-edge technology solutions to government clients, and maintaining a strong reputation within the industry.

Values & Attitudes:

Highly focused on security, compliance, and adherence to strict government regulations. Valuing long-term partnerships, proven track records, and a strong emphasis on technical capabilities and expertise.

Motivations:

Successfully securing government contracts, managing projects efficiently while minimizing risk, and delivering high-quality, reliable, and secure audiovisual solutions.

GOVERNMENT PRIME CONTRACTOR

Information Consumption:



Technical documents, white papers, industry reports, and case studies. Prefers email and direct phone calls for primary communication.

Social Media Platform:



Primarily LinkedIn for networking and gathering industry insights.

Factors Influencing Decision-Making:

Prior experience with subcontractors, adherence to industry and government regulations, ability to meet tight deadlines, and budget constraints.

Brand Perception:

Views audiovisual providers as an essential component of successful project completion. They seek trustworthy and reliable partners that can demonstrate expertise in the government sector.

Customer Service Expectations:

Ongoing support throughout the entire project lifecycle, including long-term maintenance and quick resolution of any issues that arise.

Barriers & Objections:

- Perceived lack of experience or expertise.
- Concerns over security or compliance.
- Reluctance to change established relationships with other subcontractors.

Content, Offers & Promotions:

- Demonstrations of past project successes.
- Case studies showcasing experience in the government sector.
- Potential discounts or incentives for long-term partnerships.

Research Methods:

Search engines like Google, industry publications, and referrals from colleagues or contacts in the government sector.

Commercial Enterprise

Commercial SMB

Government Prime Contractor

West Coast Residential

East Coast Residential

IT Agent

High-End Hospitality

Hardware Only



WEST COAST RESIDENTIAL

Customer Persona

Demographic Profile:

- End Users typically A or B list entertainer/ athlete or a C Suite business person/ owner and or Estate Managers. House value minimum \$7 MM, but ideally \$12 MM and up. Minimum job size typically \$70k local and \$150k if outside our immediate region.
- Southern California, with a focus on Los Angeles region.

Important

Pain Points & Challenges:

They are typically familiar with systems and have likely had a bad experience with previous integrators who didn't do their job well. Many times they don't even know that it can be better, or what else is available that can bring them value.

Primary Goals:

Build relationships with trusted advisors who "have their back" and their go-to partner for all things technology.

Values & Attitudes:

Values having a system that works reliably and consistently, and more importantly, wants service support fast when needed.

Motivations:

Want technology to work "every time" and be easy to use. They also want to reduce technology friction so they can have uninterrupted lifestyle experiences.

Information Consumption:

 
In-person meetings, visual proposals.

Social Media Platform:

Uncertain.



Interests & Lifestyle Preferences:

Most times it is a client who has an estate large enough that they need a system to simplify operating it. Occasionally, it is a C-Suite who loves technology and simply wants it because it is cool. However, this comes with pain points.

Interaction Preferences:

Through Estate Manager, email, in-person, occasional text if relationship is strong.

Factors Influencing Decision-Making:

Meet a need, confidence in delivering project completion, honesty and transparency, relationship.

Brand Perception:

Necessary for daily operation, convenience, business, but don't want to be made to feel like they "need us". Just normal Business acumen.

Customer Service Expectations:

These clients make decisions based on convenience over cost and appreciate the finer things in life. They expect a high level of service and flexibility and are willing to pay a premium if they see the value in service and relationship.

Content, Offers & Promotions:

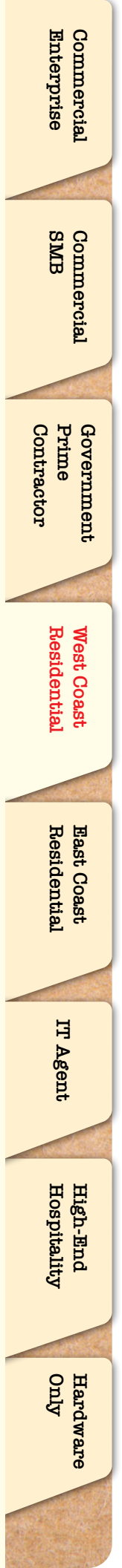
Everyone wants to feel like they got a "deal", especially this client profile. They are typically savvy negotiators and value clear presentation of information and flexibility.

Barriers & Objections:

Not seeing the value of us over others, so we have to work hard to prove what sets us apart as being "Better". Sometimes they can feel that they are being taken advantage of.

Research Methods:

Estate Managers Coalition, LinkedIn for Estate Managers, locate an A List Celebrity and try to get to their connections/staff, etc.





EAST COAST RESIDENTIAL

Customer Persona

Demographic Profile:

- End Users typically A or B list entertainer/ athlete or a C Suite business person/ owner and or Estate Managers. House value minimum \$3.5 MM, but ideally \$7 MM and up. Minimum job size typically \$70k local and \$130k if outside our immediate region.
- Primarily located in wealthier counties near the New York City, Philadelphia, and Washington D.C. regions.

Important

Pain Points & Challenges:

They are typically familiar with systems and have likely had a bad experience with previous integrators who didn't do their job well. Many times they don't even know that it can be better, or what else is available that can bring them value.

Primary Goals:

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- Commercial Enterprise
- Commercial SMB
- Government Prime Contractor
- West Coast Residential
- East Coast Residential
- IT Agent
- High-End Hospitality
- Hardware Only



IT AGENT Customer Persona

Demographic Profile:

IT companies providing managed IT services for SMB to enterprise customers with a minimum of \$3MM to \$5MM in annual revenue, supporting businesses with more than 250 seats.

IT AGENT

Important

Pain Points & Challenges:

IT agents face the challenge of keeping up with various technology stack offerings. Presenting ourselves as a reliable technology partner can help address this pain point.

Primary Goals:

Becoming trusted advisors to their customers for all technology matters, including AV.

Values & Attitudes:

IT agents value subject matter experts and partnerships with AV companies since they typically do not handle physical installations themselves. They rely on trusted recommendations, resources, and proposals.

Motivations:

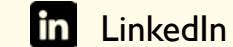
IT agents primarily serve as referral sources and are motivated to refer low-risk solutions that can address their customers' problems without exposing either party to risk.

Information Consumption:



Networking, in-person meetings, emails, phone

Social Media Platform:



Interests & Lifestyle Preferences:

Staying current with IT industry trends and not having to say "I don't know." They prefer being equipped with information to present solutions confidently and reliably.

Interaction Preferences:

Phone calls, emails, Zoom or Teams meetings, and social media.

Factors Influencing Decision-Making:

Credibility and supporting information that demonstrates the suitability of the solution for the customer's environment.

Brand Perception:

IT agents see the brand as helpful in addressing common customer requests to solve AV room system issues since they generally don't consider competitors in this niche.

Customer Service Expectations:

IT agents expect the company to provide a maintenance and support agreement for rooms post-installation.

Content, Offers & Promotions:

IT agents are motivated by financial incentives such as commissions or referral fees.

Barriers & Objections:

Making the process of passing on communications to their customers extremely easy is critical for IT agents as they have numerous offerings to manage.

Research Methods:

Networking groups, articles, Google search, referrals.



Interests & Lifestyle Preferences:

Their business focuses on customers and/or members with expendable income that are looking for a prestigious experience.

Interaction Preferences:

Typically via email.

Factors Influencing Decision-Making:

Meet an urgent need, reliable managed services, confidence in delivering completely, relationship.

Brand Perception:

Necessary for daily operation and convenience.

Customer Service Expectations:

Urgent when an issue happens. They offer services to our typical high-end residential customers, so we can expect the same client expectation. These clients make decisions based on convenience over cost. They expect a high level of service and are willing to pay a premium if they see the value in service and relationship.

Content, Offers & Promotions:

Suggestions on how we can improve their experience, offering, reliability and "up-time" of their systems. Reference our experience with other similar situations (Sunset Marquis, Pelican Hills Resort, etc.) and how we are meeting and exceeding their expectations.

Barriers & Objections:

Only if they have a good relationship with another vendor. We should be able to leverage to get in based on additional value adds.

Research Methods:

Search for one of the hundreds of resorts, golf clubs and Country Clubs. There are hundreds in and about LA, OC.

HIGH-END HOSPITALITY

Customer Persona

Demographic Profile:

- 👤 Facility Manager or IT Director typically for a golf resort (not just Golf Clubs), Country Club, high-end hotel, high-end RV-Resort.
- 📍 In CA, ideally within 60-80 miles of our office. We will also consider Santa Barbara, Palm Springs and San Diego project locations.



Important

Pain Points & Challenges:

They have areas that require AV systems to work all the time, but also areas with custom application needs, like a wedding or event space. Most importantly, they want to feel confident if/when an issue arises, we will have a technician onsite to resolve quickly.

Primary Goals:

Build relationships. Becoming trusted advisors to them and their individual staff (hotel and restaurant managers) and their go-to partner for all things technology. They want to feel like we "have their back".

Values & Attitudes:

Values having a system that works reliably and consistently, and more importantly, wants service support fast when needed.

Motivations:

Want technology to work "every time" and be easy to use. They also want to reduce technology friction so they can provide their guests with great experiences and meet their expectation of quality.

Information Consumption:

In-person meetings, referrals and ideas that can improve their business offerings.

Social Media Platform:

Uncertain.

HARDWARE ONLY

Customer Persona

Demographic Profile:

👤 \$50k+ in hardware per order. Facility Manager or IT Director. In-house AV support for school, business or government clients or AVVAR focused on bid jobs, but acquires hardware from others.

Interests & Lifestyle Preferences:

They are focused on in-house projects or bid jobs.

Interaction Preferences:

Typically via email.

Factors Influencing Decision-Making:

Price availability, and if they get the job.

Brand Perception:

Not necessary, it is all about convenience, price, etc.

Customer Service Expectations:

Urgent when an issue happens. RMA's, expedited pricing, etc.

Content, Offers & Promotions:

A technical resource for them in the event that things won't "work" the way it is designed, or because there is no stock, and we need to pivot on hardware choices.

Barriers & Objections:

If they have a good relationship with another provider. An opportunity to win/ keep them if we are "easy to do business with" and have access to everything they need.

Research Methods:

May be challenging, but we can target them via Web marketing. We need to maximize when this person calls in, even if they call in just for a few products to start.

HARDWARE ONLY



Important

Pain Points & Challenges:

They typically are not an integrator and will often need additional services like DSP programming or Crestron programming. They won't have certifications to buy at cost.

Primary Goals:

Build relationships. Become trusted advisors to them, provide a one-stop-shop service, and make it easy to do business with us. They want to feel and know we "have their back".

Values & Attitudes:

Value having a one-stop-shop resource for all hardware needs with room for margins or with a controlled markup (well under MSRP).

Information Consumption:

Emails and phone calls.

Motivations:

They understand their role in the project and are looking for additional points of profit with the least amount of work/ training.

Social Media Platform:

Uncertain.

