



# Welcome

## Identifying Your Prospect Personas





Questions? Chat with us on twitter!  
@therentersvoice #rentersvoice

# TOPICS

What is a prospect persona?

Why is a prospect persona important?

Creating a prospect persona

Research and templates

DEMOGRAPHICS

TELL US A VERY SMALL PART  
OF THE STORY...

Thought #1

What is a prospect persona

**routh** (rōōth,

Plenty; abun

**rou·tine** (rōō

procedure,

course of ac

method

# Prospect Personas

ARE PROFILES OR BIOGRAPHIES ON  
THE DISTINCT MARKET SEGMENT YOU  
PLAN TO REACH AND INFLUENCE



## Thought #2

Why is a prospect persona important?

*It creates a*  
**SHORTER SALES CYCLE**

~~UN~~QUALIFIED





TARGET YOUR  
CUSTOMERS



Thought #3

Creating a prospect persona

# YOU KNOW YOUR CUSTOMERS

*These are your people. Look beyond reports.*

#1

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# CREATING YOUR PERSONA

Who currently rents from you?

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#2

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# CREATING YOUR PERSONA

Why do people rent from you?

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#3

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# CREATING YOUR PERSONA

Where does your prospect live?

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#4

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# CREATING YOUR PERSONA

Who/what influences their decisions?

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#5

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# CREATING YOUR PERSONA

*Where are they getting information?*

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#6

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# CREATING YOUR PERSONA

*What features are important?*

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#7

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# CREATING YOUR PERSONA

*What are common objections?*

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# Thought #4

## Research and templates



**INTERVIEW  
IN PROGRESS**

*Why?*

# PERSONA NAME

## BACKGROUND:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

## DEMOGRAPHICS:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

## IDENTIFIERS:

- Buzz words
- Mannerisms



# PERSONA NAME

## GOALS:

- Persona's primary goal
- Persona's secondary goal

## CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

## HOW WE HELP:

- How you solve your persona's challenges
- How you help your persona achieve goals



# PERSONA NAME

## REAL QUOTES:

- Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

## COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process.



# PERSONA NAME

## MARKETING MESSAGING:

- How should you describe your solution to your persona?

## ELEVATOR PITCH:

- Make describing your solution simple and consistent across everyone in your company.



# TAKEAWAYS

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# Upcoming Webinar



Generational Marketing in the  
Social Media Space

*Thursday, November 7  
1:00 PM – 1:30 PM CDT*

Register at [epmsonline.com](http://epmsonline.com)

Thank you! Want to learn more?

rentersvoice.com

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epmsonline.com