



Mid-Market Administrative Operations Leader

People 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 are low-maintenance. 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: 43

Level: Manager Senior Manager

Department: Administration

Job: Administrative Services Managers

Company Type: Vendor

Role: Buyer

Region: US

Needs:

- Be diligent
- Be me
- Be first

Nature:

- Very hard-charging

Orientation:

- Task-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

Sales Dos:

- Be proper
- Create a logical argument
- Personalize solutions, suggestions and recommendations

Sales Don'ts:

- Be uncouth
- Attack or challenge their assumptions
- Cut them off

Personality Traits & Characteristics



Agreeableness



Openness



Impulse Control

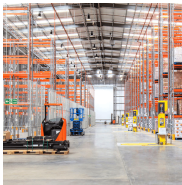


Doing Vs. Thinking



Extroversion

Professional Life





Pain Points & Priorities

Job:

- Administrative Services Managers

Job Description:

- Supervise and coordinate various administrative tasks across different departments, ensuring effective support services and operations.

Pain Points:

- Resource Allocation: Managing budgets and resources to meet organizational needs while minimizing costs can be challenging.
- Personnel Management: Handling personnel issues, including hiring, training, and addressing conflicts, requires strong leadership skills.
- Facility Management: Maintaining and optimizing office spaces and facilities can be demanding.
- Technology Integration: Keeping up with technological advancements and integrating them into administrative processes can be complex.
- Policy Compliance: Ensuring compliance with organizational policies and external regulations is essential.
- Operational Efficiency: Streamlining administrative processes to improve efficiency and reduce waste can be an ongoing challenge.
- Change Management: Implementing organizational changes, such as adopting new technologies or restructuring, can face resistance and require effective change management.

Priorities:

- Office Efficiency: Measures the efficiency of administrative processes and workflows.
- Cost Control: Tracks the budget adherence and cost-saving initiatives in administrative services.
- Employee Satisfaction: Gauges employee satisfaction with administrative support and services.
- Facility Maintenance: Evaluates the maintenance and upkeep of office facilities.
- Resource Allocation: Ensures efficient allocation of administrative resources.

Professional Focus:

- Tasks and results
- Security





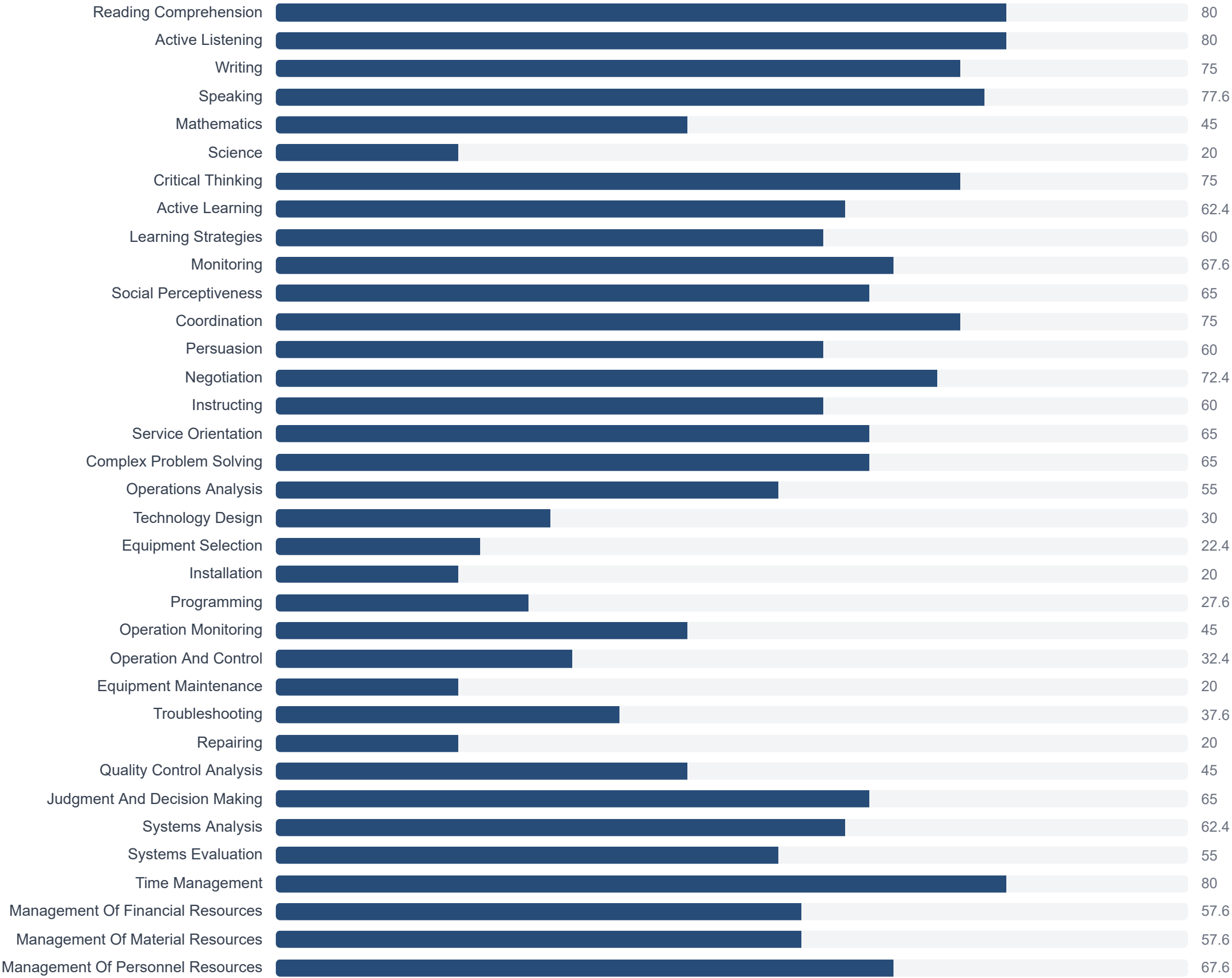
Typical Hard Skills

Job:

- Administrative Services Managers

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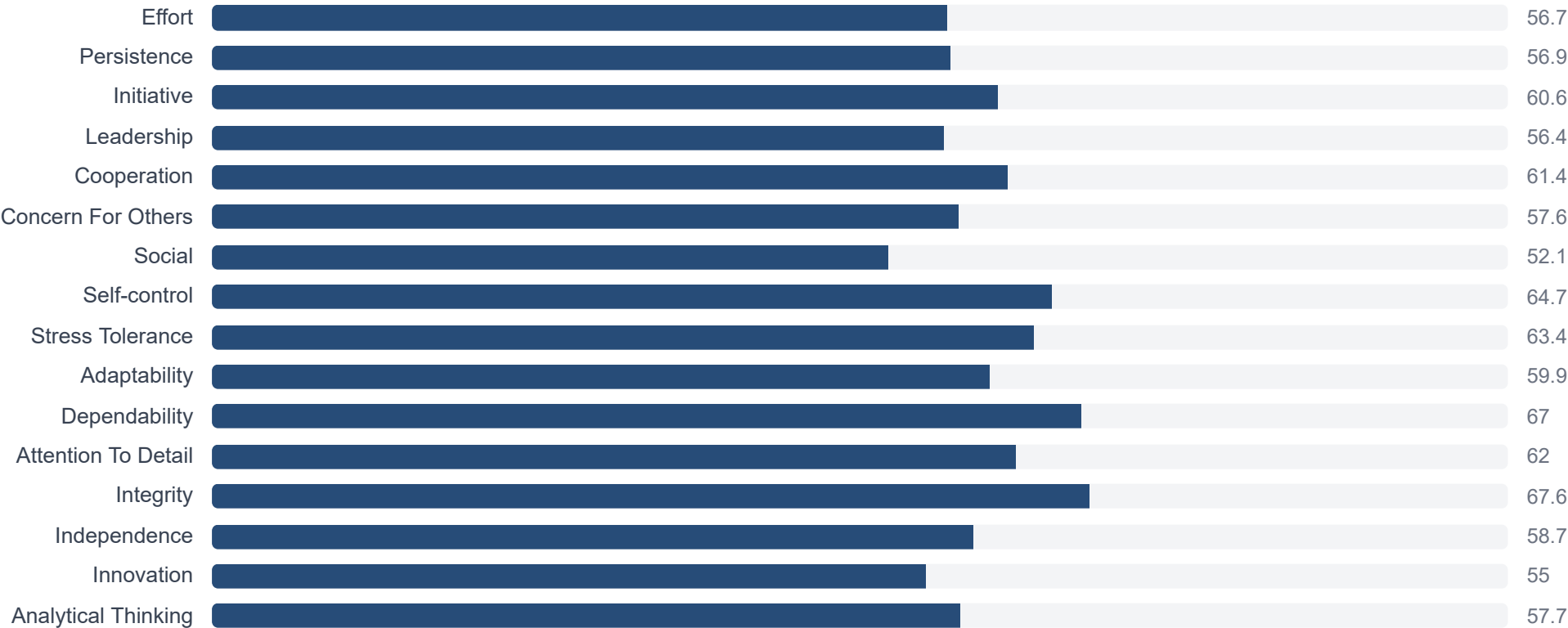
Job:

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Typical Soft Skills





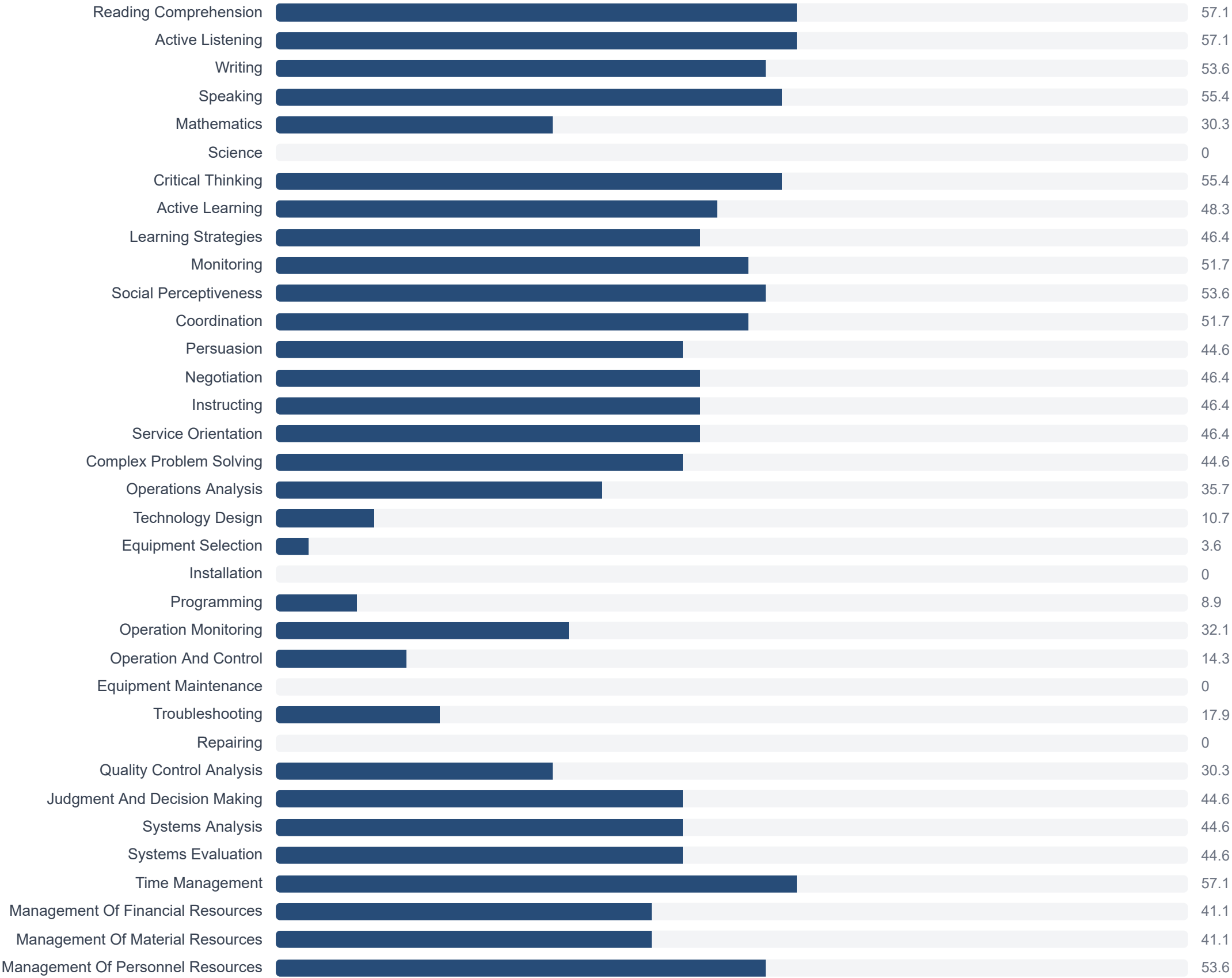
Typical Experience

Job:

- Administrative Services Managers

Job Description:

- Supervise and coordinate various administrative tasks across different departments, ensuring effective support services and operations.





Employment

Job:

- Administrative Services Managers

Job Description:

- Supervise and coordinate various administrative tasks across different departments, ensuring effective support services and operations.

Employment By Industry:

1. Government
2. Professional, scientific, and technical services
3. Healthcare and social assistance
4. Educational services; state, local, and private
5. Finance and insurance
6. Administrative and support and waste management and remediation services
7. Management of companies and enterprises
8. Manufacturing
9. Other services (except public administration)
10. Wholesale trade
11. Construction
12. Information
13. Retail trade
14. Transportation and warehousing
15. Real estate and rental and leasing
16. Accommodation and food services
17. Arts, entertainment, and recreation
18. Utilities
19. Mining, quarrying, and oil and gas extraction
20. Self-Employed, Multi-industry or Unclassified

Sector:

- Operations Specialties Managers

Category:

- Administrative Services Managers





Tools & Technologies

Job:

- Administrative Services Managers

Job Description:

- Supervise and coordinate various administrative tasks across different departments, ensuring effective support services and operations.

Tools & Technologies Used:

- desktop calculator
- desktop computers
- notebook computers
- laser fax machine
- mobile phones
- special purpose telephones
- personal computers
- personal digital assistant pdas or organizers
- photocopiers
- scanners
- tablet computers





Software Used

Job:

- Administrative Services Managers

Job Description:

- Supervise and coordinate various administrative tasks across different departments, ensuring effective support services and operations.

Software Used (By Category):





Key Performance Indicators

Sector:

- Wholesale

Company Type:

- Vendor

Description:

- The wholesale industry involves the sale of goods and products in bulk to retailers, businesses, and other organizations.

Sales and Revenue

Total Sales

- Track the overall revenue generated from product sales.

Sales Growth Rate

- Measure the percentage increase in sales compared to previous periods.

Gross Margin

Gross Profit Margin

- Calculate the percentage of profit after subtracting the cost of goods sold (COGS) from revenue.

Gross Margin by Product Category

- Analyze gross margin percentages for different product categories.

Inventory Management

Inventory Turnover

- Measure how quickly inventory is sold or replaced within a given time frame.

Stockout Rate

- Track instances where items are out of stock and unavailable for customers.

Customer Retention

Customer Churn Rate

- Calculate the percentage of customers lost over a specific period.

Customer Lifetime Value (CLV)

- Assess the long-term value of customers to the wholesaler.





Key Performance Indicators (continued)

Sector:

- Wholesale

Company Type:

- Vendor

Description:

- The wholesale industry involves the sale of goods and products in bulk to retailers, businesses, and other organizations.

Order Fulfillment and Accuracy

Order Accuracy Rate

- Measure the percentage of orders that are fulfilled accurately.

Order Cycle Time

- Evaluate the time it takes to process and fulfill customer orders.

Supplier Relationships

Supplier Performance

- Assess the reliability and quality of products received from suppliers.

Supplier Lead Time

- Measure the time it takes for suppliers to deliver orders.

Cost Management

Operating Expenses

- Monitor expenses related to warehousing, transportation, and labor.

Cost-to-Serve

- Evaluate the cost of servicing individual customers or product lines.

Customer Satisfaction

Customer Satisfaction Index (CSI)

- Measure customer satisfaction through surveys and feedback.

Net Promoter Score (NPS)

- Assess customer loyalty and willingness to recommend the wholesaler.





Key Performance Indicators (continued)

Sector:

- Wholesale

Company Type:

- Vendor

Description:

- The wholesale industry involves the sale of goods and products in bulk to retailers, businesses, and other organizations.

Market Share

Market Share Growth

- Monitor changes in market share within the industry.

Competitor Analysis

- Assess the performance and strategies of competitors.

Inventory Accuracy

Inventory Accuracy Rate

- Measure the accuracy of inventory records compared to physical inventory counts.

Inventory Age

- Analyze the age and obsolescence of inventory.

Credit and Receivables

Days Sales Outstanding (DSO)

- Evaluate the average number of days it takes to collect payment from customers.

Bad Debt Ratio

- Monitor the percentage of uncollectible accounts receivable.

Logistics and Distribution

On-time Delivery Rate

- Measure the percentage of orders delivered on time.

Warehouse Efficiency

- Assess warehouse operations and order picking accuracy.





Key Performance Indicators (continued)

Sector:

- Wholesale

Company Type:

- Vendor

Description:

- The wholesale industry involves the sale of goods and products in bulk to retailers, businesses, and other organizations.

Digital Presence and Technology Adoption

E-commerce Sales

- Track revenue generated through online sales channels.

Technology Integration

- Evaluate the use of technology for inventory management and order processing.

Sustainability and Environmental Practices

Sustainability Initiatives

- Monitor efforts to reduce environmental impact in supply chain operations.

Green Supplier Engagement

- Assess relationships with environmentally responsible suppliers.

Employee Productivity

Employee Productivity Ratio

- Measure the revenue generated per employee.

Training and Development

- Evaluate training programs to enhance employee skills.

Return on Investment (ROI)

ROI on Marketing and Sales Efforts

- Assess the effectiveness of marketing and sales campaigns.

ROI on Technology Investments

- Evaluate the returns on investments in technology and automation.





Key Performance Indicators (continued)

Sector:

- Wholesale

Company Type:

- Vendor

Description:

- The wholesale industry involves the sale of goods and products in bulk to retailers, businesses, and other organizations.

Safety and Compliance

Safety Incidents

- Monitor incidents related to employee and warehouse safety.

Regulatory Compliance

- Ensure adherence to industry regulations and standards.





Prospecting

Prospecting In:

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

Angle:

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

Be Prepared To Provide:

- As much information as possible

First Contact:

Call/DM

Follow Up:

- Respond immediately

Use Emojis?

- No

Grammar & Punctuation:

- Proper grammar, punctuation

Industry:

- Wholesale

NAICS Codes:

- Wholesale Import and Export (n/a), Wholesale Trade (42), Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers (4231), Furniture and Home Furnishing Merchant Wholesalers (4232), Lumber and Other Construction Materials Merchant Wholesalers (4233), Metal and Mineral (except Petroleum) Merchant Wholesalers (4235), Household Appliances and Electrical and Electronic Goods Merchant Wholesalers (4236), Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers (4237), Machinery, Equipment, and Supplies Merchant Wholesalers (4238), Paper and Paper Product Merchant Wholesalers (4241), Drugs and Druggists' Sundries Merchant Wholesalers (4242), Apparel, Piece Goods, and Notions Merchant Wholesalers (4243), Grocery and Related Product Merchant Wholesalers (4244), Farm Product Raw Material Merchant Wholesalers (4245), Chemical and Allied Products Merchant Wholesalers (4246), Petroleum and Petroleum Products Merchant Wholesalers (4247), Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers (4248), Photographic Equipment and Supplies Merchant Wholesalers (42341), Computer and Computer Peripheral Equipment and Software Merchant Wholesalers (42343), Recyclable Material Merchant Wholesalers (42393), Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers (42394), Footwear Merchant Wholesalers (42434)

Open To Interactions?



Follow



Like



Comment



Share







Messaging

Voice To Use:

Authority

Tone To Take:

Social

Messaging Subtext:

- Show them there is a clear process

Story Arcs:



Stress:

1. Prestige/Statement
2. Popularity
3. Safe & Effective

Highlight:

- Proprietary Features

Quote/Reference:

- Feature Experts

Be Prepared To Provide:

- As much information as possible

Use FOMO?

FOMO

Key Product/Service Question Content Should Answer:

- Does it do what it says it does?





Content Creation

Keyword Usage:



Themes To Consider:

- Control
- Wealth and power
- Leadership
- Ensuring stability
- Giving meaning and purpose to others

Subject Line Hierarchy:

1. Tradition/Withstands The Test Of Time
2. Name-Check Voices Of Authority
3. Overall Popularity
4. Fast, Easy Pain Relief
5. Data/Technical

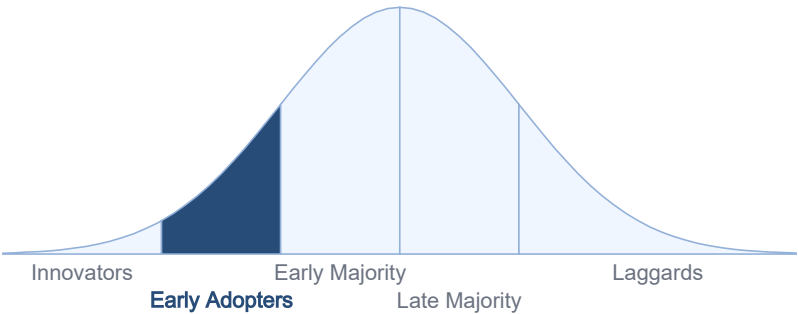




Conversions

Adoption Curve Entry Point:

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



Nurturing Sequence:

Share category-related memes to get likes, shares and comments.

Post detailed infographics that illustrate relevant use cases.

Share testimonials from key players that help demonstrate the overall superiority of key features.

Share competitive analyses that present both pros and cons, and feature influencers.

Send a DM/email invitation to enter a category-related contest.

Share competitive analyses that play up the emotional aspects of product/service use.

Send a personal invitation to a people-oriented live demo or public sampling event with a transformational theme.

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
- Bootcamps
- Category-Related Status Updates
- Classes & Certifications
- Cold Outreach
- Conferences & Expos
- Ebooks
- Educational Posts & Articles
- Everyday Narratives





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

- Academic Studies
- Best Practices Emails
- Category/Value Prop How To's...
- Collabs/Co-Branding Partnerships
- Competitor Analysis
- Critic Ratings
- Critic Reviews
- Demos
- Events
- Hacks & Insider Perspectives





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

- Benchmark Reports
- Best Practices Articles
- Bootcamps
- Case Studies
- Classes & Certifications
- Conferences
- Demos
- Ebooks
- Events
- Explainer Videos





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

- Assessments
- Best Practices Articles
- Blog Posts
- Bootcamps
- Case Studies
- Ebooks
- Events
- Explainer Videos
- Faqs
- Head-To-Head Product Comparisons





Conversion

Owner

- Sales
- Finance
- Operations
- Customer Success

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Journey

- Purchase; Delivery

Suggested Content

- Best Practices Articles
- Case Studies
- Demos
- Ebooks
- Hacks & Insider Perspectives
- How Tos...
- Links & Redirects From Influencers
- Networking Events
- Newsletters
- Opt-In Offers





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
- Best Practices Tips & Recommendations
- Conferences
- Faqs
- Forums
- Help Desk Notifications
- How Tos...
- Influencer/Affiliate Content
- Loyalty Offers





Demos & Events

Suggested Tone:

Objective

Pitching Focus:

- Proprietary Features

Guide Or Self-Guide?

- Self-guide

Virtual Demos?

- Specific log in time

Pitching Run-Down:

- 1

Start with goals and objectives
- 2

Present the facts
- 3

Highlight critically-acclaimed features
- 4

Highlight impact on bottom line
- 5

Use objective data for support

Suggested Events:

- Social

Event Participation:

- Transactional/elevate or maintain status

Event Size:

- Any

RSVP?

- Ask them to opt out by a specific date





Preferred Brand Qualities



Active



Emotional



Innovative



Traditional



Honest

Jungian Brand Archetypes

1. Ruler

Family:

- Order



Description:

- Ruler brands are all about having internal and external control over people and/or situations

Satisfies Need For:

- Stability

Related Values:

- Taking charge, leading the way, not compromising

Colors:

2. Rebel

Family:

- Ego



Description:

- Outlaw brands are all about ignoring conventional standards and embracing radical freedom

Satisfies Need For:

- Mastery & Independence

Related Values:

- Inner strength, self-determination and using power

Colors:

3. Magician

Family:

- Ego



Description:

- Magician brands are all about discovering the fundamental laws of the universe

Satisfies Need For:

- Mastery & Belonging

Related Values:

- "secret knowledge," radical transformations, wonder

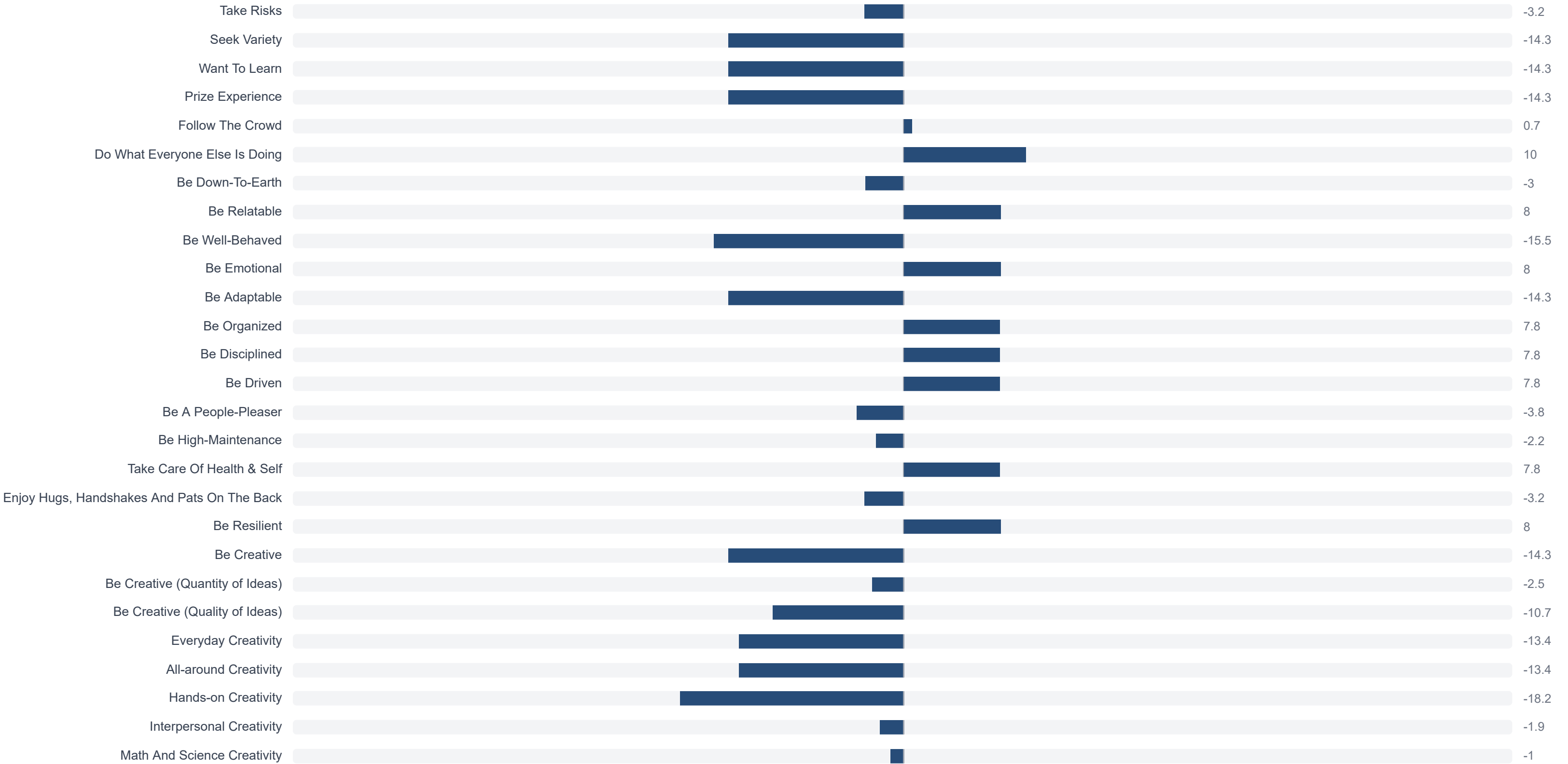
Colors:





Behavioral Tendencies

More Or Less Likely Than Average To:



Less Likely ← 0 → More Likely Than Average





THINKS/FEELS

Trusts:

• Authority

Seeks:

• Security

Prizes:

• Gratitude

SAYS/DOES

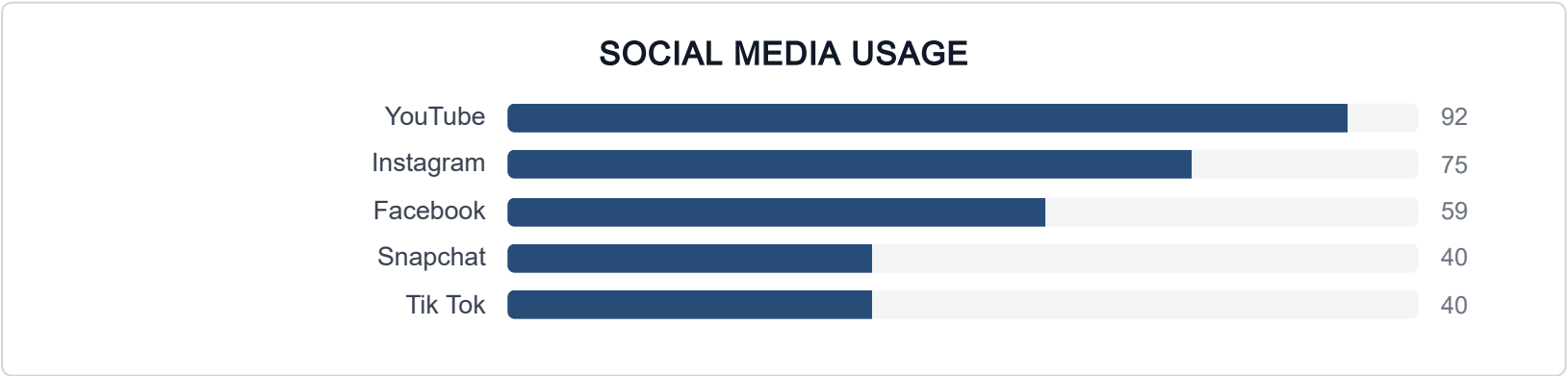
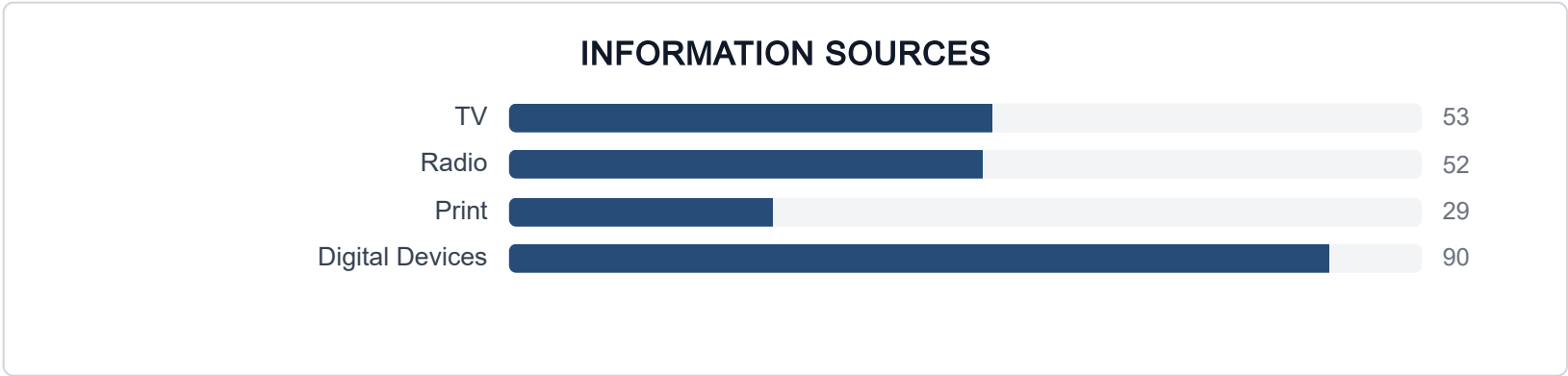
Actions Influenced By:

• Systematic analysis of relevant considerations

• Big picture

True North:

• Doing The Right Thing



Sources: Deloitte Digital Media Trends, Pew Research



UIUX Profile

User Summary:

- Users like this best understand things through detailed verbal explanations and often jump quickly in their thinking. They like reading or hearing information that gives a complete picture but prefer systems that let them explore ideas not just in a straight line. They rely on hints from the context and extra information in the text to help their understanding. Interfaces that provide rich, connected written content that doesn't force them to follow a set path are the most engaging for them.

Generational Considerations:

- Less important to grab attention quickly
- Considers context, focuses on literal meaning of text
- Will scroll through lists
- Needs details
- Include links if referrals/redirects are important, otherwise use caution
- Prefers text
- Focuses on literal meaning of text

Design Systems:

- Need to be unified, interconnected

Concrete Or Conceptual Framework?

- Concrete

Foundational Theme:

Familiarity





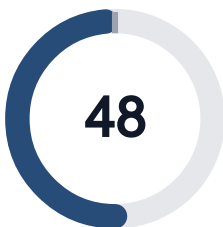
Interaction Style:

- Dynamic
- Act and React
- Clicks to Make Things Happen

Interactivity?

- More appealing

UI Needs:



Beauty/Aesthetics



Consistency



Clarity

Site Map Structure:

- Literal

List Structure:

- By importance

Display Query Results As:

- Expanding, infinite scroll

Pop Ups?

- Not until exit; otherwise, will distract

Videos?

- Self-play at start

Interactions & User Guides:

- Prefers exercises and tutorials to examples and instructions

Wants To Know:

- How do I do specific things?





Key Behaviors:

- Sees the whole and its parts as a single, unified experience
- Slow to absorb new information

Self-Exploration?

- Less likely to explore

UX Needs:



User Control



Efficiency

Learns Through:

- Abstract conceptualism

Learns By:

- Using five senses

Search Process:

- General to specific (top-down)

Blind Spot:

- Sees the forest, not the trees

Feedback:

- Very high need





Product Development

Grouping (A, B or C):

A or B

Likely To Participate?

- Discuss current state in a group setting

Preferred Product Qualities & Capabilities:

Durability and Reliability

A product that users can depend on builds trust and loyalty. Durability ensures the product withstands everyday use, while reliability means it consistently performs as expected, enhancing user satisfaction.

Authenticity and Morality

Users increasingly seek products from brands that demonstrate ethical practices and authenticity. Products that align with moral values and transparent operations build trust and positive brand perception.

Support for Personal Growth

Products that facilitate learning, development, or the pursuit of passions cater to the user’s desire for self-improvement. Supporting personal growth can turn a product into an essential part of the user’s daily routine or long-term goals.

Ease of Use and Intuitiveness

A product that is easy to understand and use right out of the box minimizes frustration and learning time. This accessibility increases user satisfaction and can lead to higher adoption rates.

Connection to Tradition or the Future

Products that resonate with users’ values or aspirations can create a deeper emotional connection. Whether through honoring traditions or innovating for the future, aligning with user values enhances the product's relevance and appeal.

Adoption Curve Tendency:

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

