

# B2B Customer Persona Document

## 1. PERSONA OVERVIEW

### Persona Name

Mechanical Maintenance Manager

### Industry

Manufacturing (Heavy Machinery)

### Company Size

200-1000 employees

### Location

Midwest, USA

## 2. DEMOGRAPHICS

### Age

35–50 years

### Gender

Any

### Education

Bachelor's/Master's in Mechanical Engineering or related field

### Professional Experience

10+ years in manufacturing maintenance

## 3. FIRMOGRAPHICS

### Annual Revenue

\$50M–\$500M

### Procurement Process

Centralized purchasing department, approval by management

## 4. GOALS & OBJECTIVES

- Reduce downtime of machines
- Increase productivity & operational efficiency
- Minimize maintenance costs
- Ensure safety compliance

## 5. CHALLENGES & PAIN POINTS

- Unscheduled equipment failures
- Difficulties in sourcing reliable industrial parts
- Limited maintenance staff & resources
- Balancing cost and quality for spare parts

## 6. BUYING PROCESS

ROLE	INFLUENCERS	DECISION FACTORS
End User	Maintenance Team	Product reliability, service support
Purchaser	Procurement Dept	Pricing, delivery terms, supplier reputation
Approver	Ops Director, CFO	ROI, total cost of ownership

## 7. PREFERRED CHANNELS

- Trade shows & industry conferences
- Webinars & technical whitepapers
- Professional networks (LinkedIn)
- Supplier websites & catalogs

## 8. KEY MESSAGING

- Improve uptime with quality parts & responsive service
- Lower total maintenance costs
- Expert advice & custom solutions
- Strong track record in industrial manufacturing

## 9. NOTES

- Values long-term partnerships with reliable vendors
- Appreciates detailed product datasheets & case studies
- Often faces pressure to do more with less