

PROFILER

# PHYSICAL PRODUCT

(B2B)

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IDEAL CUSTOMER  
PROFILE KIT





OFFERING

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ERGONOMIC OFFICE CHAIRS AT A  
REDUCED PRICE FOR COWORKING  
SPACES.



## DEMOGRAPHICS

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- ▶ 30-40 years old
- ▶ Coworking space manager- Responsible for all materials
- ▶ Success at work measured by customer satisfaction rate
- ▶ Uses LinkedIn and Instagram daily
- ▶ Searches for new products on Google

## PAIN POINTS

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- ▶ Main challenge: Customers prefer competing coworking spaces in the area
- ▶ Low retention rates are costing the company \$8K per month

## COMPANY

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- ▶ 10 employees
- ▶ Main customer base: Local remote workers, freelancers, and small startup teams

## PRICE SENSITIVITY

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- ▶ Company budget for this type of product: \$10K
- ▶ Ideal price range: \$100 to \$500 per chair
- ▶ Believes they should get a reduced price for buying office materials in bulk

## GOALS

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- ▶ Increase customer satisfaction and retention rates
- ▶ Improve Google rating to beat the competition

## COMMON OBJECTIONS

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- ▶ Wonders whether customers will really like these chairs
- ▶ Has trouble seeing the relationship between ergonomic chairs and higher retention rates



## DECISION FACTORS AND PROCESS

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- ▶ Reduced bulk price is a powerful motivator in decision process
- ▶ Most likely to find out about our product from a post on LinkedIn
- ▶ Coworking manager and business owner involved in purchase process
- ▶ Other options usually considered: X product, Y product, Z product

## PRODUCT USAGE

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- ▶ Normally starts with about 100 chairs and later replaces all current office chairs with our ergonomic chairs
- ▶ Typically sees 55% increase in customer retention
- ▶ After 6 months, star rating on Google normally increases by 1 star
- ▶ After one year, attributes at least 20% of revenue increase to the new chairs



## ELEVATOR PITCH

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MAKE YOUR COWORKING SPACE THE  
PLACE WHERE LOCAL REMOTE WORKERS  
FEEL MOST COMFORTABLE WITH OUR  
ERGONOMIC CHAIRS.