

DISPATCH



Communications Supervisor - Decision Maker

Demographics

- Job Title: Communications (911, E-911) Manager, Communications Supervisor, E-911 Director, Sgt./Lt./Cmdr. Of Comms./Support Services
- Age: 40-55
- Education: Bachelor's degree preferred
- Experience: 5+ years as dispatcher/call-taker; Supervisory experience
- Income: \$40,000-\$70,000
- Middle-management level position

Motivations

- What drives them to make purchasing decisions? Are they more interested in saving money or fearful of disappointing superiors?
- Pricing/discount structure/contracts we use
 - Pleasing their people – dispatcher-friendly usability
 - "leaving their legacy"
 - Relationship with sales person

Aspirations	<p>What do they aspire to (career) vs. where they are now?</p> <p>Growth in Emergency Management – entry into upper level management</p> <ul style="list-style-type: none"> - Assistant Director/Deputy Director - 911 Director/Director of Public Safety - 911 Coordinator - Lt./Cmdr./Capt./Chief (working way up rank) - Sales/Consultant within Industry - Retirement
Content Consumed	<p>aka, a “Day in the Life”—What are their news sites, their go-to social platforms? Do they use Google Search, Facebook, LinkedIn, Instagram? Watch videos on YouTube? Like to read blogs or longer articles?</p> <ul style="list-style-type: none"> - APCO’s PSC eNews emails; forums - Google Search - LinkedIn, Facebook, Instagram, Twitter - Television/news/Netflix that plays in dispatch area
Team Structure	<p>Who are the gatekeepers? Who on their team weighs in? Who makes final decision?</p> <ul style="list-style-type: none"> - 911 Coordinator (usually helping pay for portion furniture) usually knows agencies will be planning for/looking for furniture before we hear about the lead because they hold the purse strings - \$ from 911 calls - Police/Fire Chief – Figure head of city’s public safety; often signs off on funding decisions - Sheriff – the head of a Sheriff’s Office, they hold the figure head position that signs off on all funding decisions - City Council/Board of Directors – most customers must go to board of some kind for approval before cutting a PO - Dispatchers – opinions on features, proposals get filtered through their team to make sure all aspects of the furniture has been filtered through the end user - IT – making sure furniture is capable of housing all equipment; cable management achieved

<p>Pain points</p>	<p>What triggers them to begin their search?</p> <ul style="list-style-type: none"> - Old consoles 10+ years - Current consoles broken; repairing current consoles becoming too expensive - Larger focus on health and ergonomic benefits in workplace - Want to boost morale and increase retention of dispatcher/call-taker staff - Extra money in budget OR budget for furniture has been approved for new fiscal year - Planning an equipment update and want to do furniture in tandem - Seeing nearby installs gets them thinking about upgrades for self <p>What prevents them from achieving their goals?</p> <ul style="list-style-type: none"> - If budget money is not enough or not approved this can delay project until next budget cycle - Powers that be do not see value in \$15-16k consoles – 911 refuses to help pay for consoles - Bid is awarded to non-preferred vendor due to low price
<p>Success factors</p>	<p>What benefit does he or she derive from your product?</p> <ul style="list-style-type: none"> - Increased employee morale and productivity - Project Management success – leading a noticeable change that both the subordinate and upper management level appreciate <p>How do we make their life easier?</p> <ul style="list-style-type: none"> - Less time spent troubleshooting and paying for repairs on older consoles - Less injuries/less paid leave due to discomfort at work; less complaining - Thus, staffing levels stay high and maintain high retention – less time spent on recruiting - When they do recruit, people will want to work in their center as it has desired work environment - Strong customer service response from us when something does go wrong <p>Which Xybix features and benefits appeal most to them?</p> <ul style="list-style-type: none"> - Contract pricing/ competitive pricing – for them to “sell” to their funding source - Customer Service - Warranty - Design services – to help bring their “vision” to life - Creature comforts – for them the “sell” to their people – ergonomic benefit

Barriers	<p>What would prevent the person from purchasing from you? Pricing, budget, structure, gate-keeper, etc.</p> <ul style="list-style-type: none"> - Budget not getting approved - Proposal is too expensive or more expensive than a competitive bid - Not on contract pricing - Preference for different “look”/design - Preference for different salesperson/sales experience <p>What is their most common objection?</p> <ul style="list-style-type: none"> - Budget did not get approved
Decision Criteria	<p>What finally pushes them over the edge to make a purchasing decision? Is it price, urgency, unique features?</p> <ul style="list-style-type: none"> - Crunch time; need to decide now - Pricing is in line with budget and what they expected to pay - Love of product/design – see it as superior to other products they’ve seen - The way the sales person made them feel through the process – did they feel heard? Was sales/design responsive/communicate frequently?
Keywords used to search for information	