

# IDENTIFYING CUSTOMERS

Through Buyer Profiles



Use these buyer profiles on your smartphone or tablet.

[valleyirrigation.com/Profiles](http://valleyirrigation.com/Profiles)





# WE'RE PROUD TO BE A LEADER.

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**The more we know about our customers, the more successful we'll be.**

Since no two growers are alike, we've assembled these cards to help you understand what motivates and influences the buying decisions of our primary customer segments.

Use these buyer profile cards to help inform you on marketing and sales strategies. Buyer profiles can help you identify who your buyers are, the situations they're faced with, and the things that motivate them. These profiles will help you develop a common language from which to communicate how you can fulfill your customers' goals.

Sharing knowledge and insights. It's one more way we're committed to being *The Leader in Precision Irrigation*®.



# Why develop buyer profiles?

They inform marketing and sales strategies. Buying behaviors have become more complex. And they keep evolving. Buyer profiles can help you identify who your buyers are, the situations they're faced with and the things that motivate them.

They help develop a common language. Buyers come from different walks of life. Buyer profiles will help you develop a common language from which to communicate how you can fulfill your customers' goals.

## BUYER PROFILES



**LEADER LARRY**

METICULOUS

CONFIDENT

ORGANIZED

IN CHARGE



**SKEPTICAL SAM**

STUBBORN

FIRE FIGHTER

THRIFTY

SKEPTICAL



**TECHIE TOM**

ORDERLY

ENTITLED

INFLUENTIAL

KNOWLEDGEABLE



**HANDS-OFF HARRY**

UNASSUMING

RELAXED

PLEASANT

FRUGAL



**LARGE GROWER GARY**

CLEAN CUT

POLISHED

"TYPE A"  
PERSONALITY

LOYAL



**FAMILY FRED**

HARD-WORKING

WEARS MANY HATS

FAMILY MAN

BUSINESS PARTNER

*NOTE: These buyer profiles are generalizations/stereotypes. In any profile, you may find that only some of the characteristics mentioned match your prospective customer. These profiles are only meant to provide directional information on types of customers – they are not meant to be all-inclusive.*

# LEADER LARRY



METICULOUS

CONFIDENT

ORGANIZED

IN CHARGE

## ABOUT LARRY

Leader Larry is outgoing and has a well-connected network of friends. He's successful and has a considerable amount of land. He's a leader – both in his community and within the ag industry.

He is very organized, and every detail is important. Because he sees the value in technology, he may already use soil moisture probes, variable rate irrigation and remote control and monitoring products. He'd rather be too early to use new technology than too late, and he's not afraid to improve something that's already working.

Larry doesn't work in the field much anymore. He has children or trusted managers who have joined the operation and are taking responsibility for day-to-day decisions. However, Larry is still very active in planning and strategy and wants to keep his finger on the pulse of the operation he worked hard to build.

*“Go first class or go home.”*

**AGE:** 62

**DRIVES:** Ford F150  
King Ranch Edition

**WEARS:** Nice jeans,  
tucked-in collared shirt, nice  
shoes or boots

## MOTIVATIONS

Be seen as a leader and expert

Leverage partnerships with input and equipment dealers and others

Control and manage his inputs

Be a good steward of the land

Have the best farm in the area  
(he's VERY competitive)

## FRUSTRATIONS

Commodity prices

Interpreting data and using it to make decisions

Efficiency (he wants to do everything on his phone or tablet)

Expects his information to be secure online

Governmental policies



# LEADER LARRY

## KEY INFLUENCERS



Wife



Farm manager



Agronomist



Financial advisor/Accountant



Local trusted seed rep



Other growers

## HOW HE SPENDS HIS DAY

Grabs coffee or breakfast with his buddies

Monitors his operation closely

Meets with input and equipment reps

Reads magazines and newspaper to stay current

## HOW TO GET HIS ATTENTION

Reassure him that Valley holds true to its roots (he's a brand loyalist)

Explain how you can make his operation more efficient than it already is and make him money

Show VALUE, as he's already interested in technology and has the money

Illustrate how Valley can help him make quick, informed decisions

Describe the depth and breadth of Valley reporting

Talk about a customized solution to set up his specific operation

## TOPICS TO DISCUSS

8000 series center pivot

Solutions to gain additional irrigated acres (i.e., corners, Benders, DropSpan, etc.)

Variable Rate Irrigation (VRI)

Valley ICON10 and ICON1 smart panels

"Made in the USA" products (i.e., Valley gearbox)

Importance of the local dealer

Telemetry solutions

The latest Valley products

# SKEPTICAL SAM



STUBBORN

FIRE FIGHTER

THRIFTY

SKEPTICAL

## ABOUT SAM

Skeptical Sam is a solo operator. His dad is still around to help or give advice, but the farm decisions have been Sam's for a while now. Sam considers himself neither a leader nor a follower. He makes his own decisions based on his finances and what he thinks to be true at that time.

Circumstances like the economy and the weather have not been kind to Sam. He values what he has but has a chip on his shoulder. He has good intentions but lacks the time for follow-through because he's always putting out fires. He wants the best brands but may not be able to afford them. He aspires to be the best, but cannot figure out how to get there.

Sam is stubborn as a mule. He has a mid-size operation and is always looking for a deal, because he has to feel like he's "won." He wants to be heard and feel like a partner, even though it can be tough to get through to him because he likes to blame others for his problems. He often thinks he knows more than his dealer.

*"If someone else knew more than what I do, they'd be doing it."*

**AGE:** 48

**DRIVES:** Dodge 1500 Ram Hemi

**WEARS:** Worn jeans, untucked shirt, worn ball cap, muddy boots

## MOTIVATIONS

Wants a good deal

Makes decisions on his own with little input from others

Wants convenience of technology, but doesn't think it's affordable

Strives to save money

Thinks in generalities, not specifics

## FRUSTRATIONS

Thinks the retail side of ag is out to get his money

Feels his dealer is defensive whenever they meet

Distrusts Corporate America

Finds it hard to get over the hump on technology

Avoids taking a chance on something new (he prefers proven solutions)

Likes to play one company against another

Slow adopter

Not brand loyal; owns red tractor, green planter and yellow combine



# SKEPTICAL SAM

## KEY INFLUENCERS



Family



Nearby Operators



Agronomist



Banker

## HOW HE SPENDS HIS DAY

Puts out fires (he's distracted with everyday tasks)

Spends time fixing older equipment

Works on other businesses that help him stay afloat during less profitable farming years

Relaxes with outdoorsy hobbies

## HOW TO GET HIS ATTENTION

Be a good listener, then show you care with prompt follow-through

Be patient and humble

Present pricing models that make him feel in control

Instead of advice, tell him about another farm that has been successful

Make him feel like your proposed solution is his idea

Use testimonials (he's interested in what other successful producers are doing)

Reassure him you're on his side and his business is not taken for granted

## TOPICS TO DISCUSS

Used equipment

"Made in the USA" products (i.e., Valley gearbox)

Solid warranties

Financing options

Reliability and durability (value vs. price)

Farm experience to help build trust

7000 series vs. 8000 series, then upsell to 8000

Valley ICON5 and ICONX smart panels

# TECHIE TOM



ORDERLY

ENTITLED

INFLUENTIAL

KNOWLEDGEABLE

## ABOUT TOM

Techie Tom is young and was raised on technology. He actively seeks ways technology will make his life easier and more convenient. Because he comes from a different mindset, he's not interested in working harder physically, but he's also not afraid to get dirty.

Tom embraces information and data. He acknowledges that technology can make him better at decision-making and understands the return on its investment.

Tom is instrumental in bringing technology to the forefront of his operation and wants to continually update to the latest and greatest. As an information seeker, Tom likely knows more about technology than the sales person.

*"I'm not afraid of new ideas or trying something new."*

**AGE:** 34

**DRIVES:** Ford Raptor

**WEARS:** Button-down shirt, cool glasses, current hair-style, Apple watch

## MOTIVATIONS

Wants to look like a hero

Work smarter, not harder

Thinks money is no object until he is reminded of his budget

Wants his technology to be able to "talk" to each other

Knows what he wants, even though it may not exist yet

Wants to see everything on one dashboard

Wants to know the competition's offerings

Will mix brands for the best results (he's not very brand loyal)

## FRUSTRATIONS

Feels more comfortable getting information from the Internet than a rep

Wants to go above and beyond what his budget will allow

Expects his information to be secure online

Thinks about long-term technology vision

Always wants more



# TECHIE TOM

## KEY INFLUENCERS



Forums, discussion boards, podcasts, YouTube



Google (Internet)



Seed Rep



Other techies/peers



Agronomist



Father or siblings involved in the operation

## HOW HE SPENDS HIS DAY

Communicates via text, email, social media

Follows online forums, blogs, RSS feeds

Asks loaded questions (he knows the answer before he asks)

Spends his free time with his family

## HOW TO GET HIS ATTENTION

Talk about the long-term vision of technology

Demo technology or give him a free trial

Show him you're listening and building features he wants

Inform him about technology/product updates before they come out

Show that Valley is always innovating around technology

Keep current on competitor's product offerings to build trust

## TOPICS TO DISCUSS

Anything relating to technology; who else is using it that he knows?

7000 or 8000 series center pivots

Solutions to gain additional irrigated acres (i.e., corners, Benders, DropSpan, etc.)

Variable Rate Irrigation (VRI)

Valley ICON10 and ICON1 smart panels

"Made in the USA" products (i.e., Valley gearbox)

Importance of the local dealer

Telemetry solutions

The latest Valley products

# HANDS-OFF HARRY



UNASSUMING

RELAXED

PLEASANT

FRUGAL

## ABOUT HARRY

Hands-Off Harry is an absentee landowner. He's worked hard and now enjoys the good things in life as a reward for many years of a job well done. He's not involved in day-to-day farming but he does whatever needs to be done to get the most money out of his land.

He views his land as his retirement plan. He is willing to invest in irrigation because he knows irrigated land has more value. He just wants to know his irrigation equipment is reliable and durable.

Regarding technology, he'll buy what his renters want to use. He may or may not want remote visibility – not to control things, but to stay up to date on status.

*“Just show me how to keep my investment humming along.”*

**AGE:** 72

**DRIVES:** GMC Sierra

**WEARS:** Golf shirt, shorts, loafers/deck shoes

## MOTIVATIONS

Wants his land to hold or gain value

May or may not want remote visibility so he can monitor the operation

Seeks peace of mind from having reliable and durable equipment

Views his land as a paycheck

Wants to protect his land from becoming unproductive

Seeks a dealer he can trust to help him make decisions and keep things working

## FRUSTRATIONS

Will often buy what his renters want or what will make him the most money

Maximizing yield per acre to help his bottom line

Experiencing downtime due to broken-down equipment

Keeping costs down (he's price sensitive)



# HANDS-OFF HARRY

## KEY INFLUENCERS



Renter of his land



Financial advisor/Accountant



Local dealer



Internet, newspapers and magazines



Macro-economic drivers (i.e., crop and land prices)

## HOW HE SPENDS HIS DAY

Extensive travel

Golfing

Fishing

Boating

Spending time with grandchildren

## HOW TO GET HIS ATTENTION

Talk about Valley steel being a reliable, long-term solution with less maintenance than other brands

Describe how our technology is versatile and can work on any center pivot

Explain ease of implementing our solution

Illustrate impact we can have on efficiency

## TOPICS TO DISCUSS

Solutions to maintain what's already on his operation

Requests from his tenant

Value of irrigated land

Importance of a good, reliable local dealer

Remote monitoring

Price vs. value

Valley ICON5 and ICONX smart panels

# LARGE GROWER GARY



CLEAN CUT

POLISHED

“TYPE A” PERSONALITY

LOYAL

## ABOUT GARY

Large Grower Gary is all about strong financial returns. Because he represents a larger operation, he expects to have some face time with senior personnel from Valley so he can feel like the big player he is. However, he’s still interested in strong, local-level support from a dealer.

Gary has deep pockets and is willing to invest. He pays more attention to what affects his whole operation than whether one or two pieces of equipment are down. He’s not particularly price-conscious – he just wants to be treated fairly and consistently. Because of the size of his organization, Gary is very brand loyal. Because he’s all about business, he doesn’t let his emotions sway him when making a business decision.

Quality equipment is of the utmost importance, and he wants reassurance at the corporate level that products are going to perform as promised.

*“Treat me right, and we’re in this for the long haul.”*

**AGE:** 50

**DRIVES:** Ford F150 Lariat

**WEARS:** Branded clothing, logoe baseball cap

## MOTIVATIONS

Looking to invest and grow his operation

Purchasing land where there is water

Looking for low-risk, steady returns on his money

Being considered an early adopter

Wanting quality equipment

Uses his business’s size as leverage

## FRUSTRATIONS

Is concerned about maximizing uptime

Wants local support to ensure everything is going smoothly

Wants to be seen and treated as a big player

Feels slighted when he feels he’s being taken advantage of



# LARGE GROWER GARY

## KEY INFLUENCERS



Farm manager



Irrigation manager



Accounting team



Corporate office



Financial calculators and other online tools

## HOW HE SPENDS HIS DAY

Looks for advancements that aren't yet available to stay ahead of the curve

Seeks assurance from others for decisions being made

Reads magazines and websites to stay current

## HOW TO GET HIS ATTENTION

Show him high level of commitment by giving him access to Valley corporate

Explain how we're in it for the long haul

Listen intently while he talks

Assure he's getting a fair price

Talk about reliability to minimize downtime

Show how Valley solutions play into new trends like food traceability, water reporting, etc.

## TOPICS TO DISCUSS

Contrast 7000 vs. 8000 series center pivots

Solutions to gain additional irrigated acres (i.e., corners, Benders, DropSpan, etc.)

Variable Rate Irrigation (VRI)

Valley ICON10, ICON5 and ICONX smart panels

"Made in the USA" products (i.e., Valley gearbox)

Importance of the local dealer, as well as the long-term partnership with Valley and the dealer

Telemetry solutions

The latest Valley products

# FAMILY FRED



HARD-WORKING

WEARS MANY HATS

FAMILY MAN

BUSINESS PARTNER

## ABOUT FRED

Family Fred is an active grower on his family farm. He has a sibling, cousin, or other family member that farms alongside him. His farm is mid-sized – consisting of about 15 center pivots now, but has aspirations to grow. Fred is involved in every aspect of the farm, from marketing and hauling in the grain to repairing the planter and combine; however, his wife manages the finances and is very influential in new purchases and large decisions.

Fred is outgoing and has a well-connected network of friends and business partners.

The farm has been in his family for generations. When Fred retires in 20 years, he plans to keep the farm in his family by passing it down to his children, nieces, nephews, or cousins. However, Fred doesn't waste any time in teaching his children or other younger family members how to run the farm; he gets them involved in day-to-day farm chores early on in their lives. Helping out on the farm is a big part of the children's busy schedules.

*"I am proud to farm the same land as my grandfather."*

**AGE:** 48

**DRIVES:** Chevy Silverado 3/4 Ton Truck

**WEARS:** Worn jeans, work shirt or plaid button-down shirt, work boots, baseball cap from local seed dealer

## MOTIVATIONS

His family and their well-being

Planning for the future

Growing the family farm – keeping it in the family

Making his father and ancestors proud

Making time to spend with his family and friends

## FRUSTRATIONS

Menial tasks that take him away from his family

Not enough time in the day

High cost of land

Governmental regulations

Lack of help from other family members due to their equally busy schedules

Debt



# FAMILY FRED

## KEY INFLUENCERS



Wife



Friends



Agronomist



Seed rep



Banker



Ag commodities broker

## HOW HE SPENDS HIS DAY

Has coffee with his wife every morning and discusses financials/family schedule

Monitors his operation closely

Meets with input and equipment reps

Gets his information from magazines, ag TV programs, RFD radio, YouTube, and websites

Spends any free time with his family

## HOW TO GET HIS ATTENTION

Ask about his family and learn about his family

Talk to him about how Valley equipment lasts longer than other brands (he's not a strong brand loyalist, but he wants to be sure the next generation doesn't have to replace every piece of equipment and fall into severe debt)

Illustrate how Valley can help him make quick, informed decisions – giving him back time to spend with his family

Show him how he can simplify his day

Price vs. value

## TOPICS TO DISCUSS

7000 series or 8000 series center pivot

How Valley products are the most durable in the market

Solutions to gain additional irrigated acres (i.e., corners, Benders, DropSpan, etc.)

Valley ICON5 and ICONX smart panels

Importance of his local dealer – service and reliability

Telemetry solutions – give him back time to spend with his family

The latest Valley products