

Mattias Carlsson

is looking for a career change

Age: 42
 Occupation: Procurement Manager at Ford Motor Company
 Location: Detroit, MI
 Currently: Responsible for high-volume purchasing
 Looking for: A career opportunity with growth and earning potential

Mattias worked his way up the ladder at Ford in a relatively short time. He loves his job, but his career has plateaued. He's looking for a challenging position where he can apply his knowledge of the automotive industry, but at a company that is more diversified. He knows his worth and wants to be compensated accordingly.

KEY MOTIVATORS

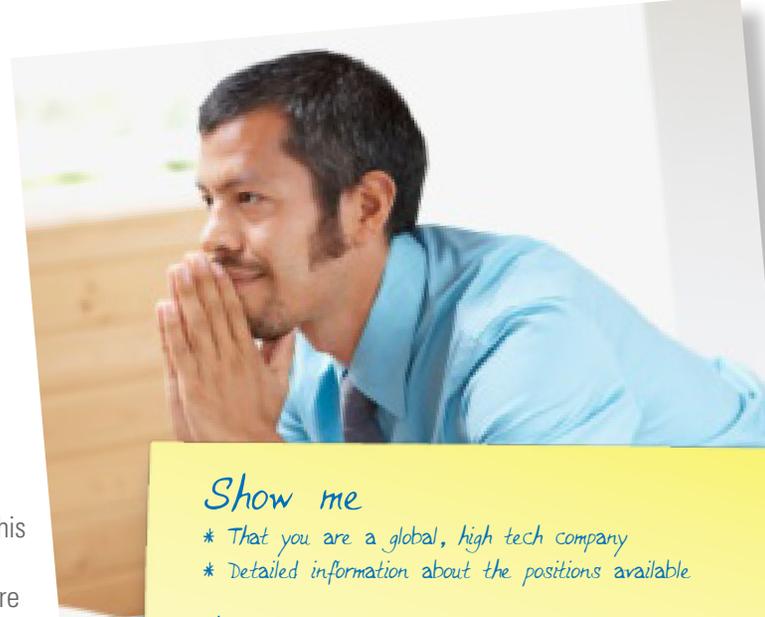
- I want more responsibility and a more dynamic career path.
- I'd like to be involved in a global business, with a chance to travel for work.
- I want to be challenged more by my position and compensated accordingly.

HOW HE GOT TO SPX.COM

He met a representative at a trade show and was immediately impressed with the diverse capabilities of SPX. When he read some of the materials at home, he realized this could be a good company to work for. He went online to see if there were job opportunities.

WHAT HE NEEDS FROM SPX.COM

- A sense of the company's culture to see if it matches his career goals
- Information about job requirements, training and career growth potential
- In-depth information about the business units and the markets they operate in.



Show me

- * That you are a global, high tech company
- * Detailed information about the positions available

Convince me

- * Of your commitment to my career growth
- * That you're a cultural fit for me
- * That I'll work on high impact projects

Support me

- * With a real person who can answer my specific questions
- * Guide me through the hiring process (transfer process)
- * Let me save job searches and post my resume on your site
- * Notify me of new positions

ONLINE BEHAVIOR

online experience



online frequency



early adopter



INFORMATION BEHAVIOR

uses online resources



relies on experts



relies on friends/family



Angela Walford

is analyzing companies for a diversified mutual fund

Age: 48
Occupation: Research Analyst at J.P. Morgan
Location: New York, NY
Currently: Researching companies for a diversified mutual fund
Looking for: Undervalued companies in the flow technology sector

When margins are high, so are the risks. So Andrea is very diligent when she evaluates a company's investment potential. But she is usually right on the money with spotting new trends and predicting earnings of cutting-edge technology companies. She's earned a lot of respect from her peers with her fund's above-average returns.

KEY MOTIVATORS

- I need first-hand and up-to-date information about companies and markets I cover to make informed investment recommendations to my clients.
- I am looking for the key distinguishing factors that determine a company's investment potential.
- I need to understand a company's position in the market and their approach toward market change.

HOW SHE GOT TO SPX.COM

She researched companies in the flow technology sector on NYSE and came across SPX. After getting more specific information from a phone call with the IR group, she is following up to find financial documents online.

WHAT SHE NEEDS FROM SPX.COM

- High level and easy-to-understand tutorial about the company and composition of the business units
- Information about products and the end markets they are used in
- Easy access to transparent financial information and product information



Show me

- * What your company does and the end markets you serve
- * The competitive advantage of your business
- * A history of smart moves and strategic thinking

Convince me

- * That your growth strategy translates into investment returns
- * That you deliver consistent performance and trends that fuel your business
- * That your operations are transparent
- * That the leadership has the experience and integrity to deliver in the long run

Support me

- * Make it easy for me to understand the context of your business
- * Give me access to an IR representative who will answer my questions quickly
- * Let me customize how I want to receive information from you
- * Give me up-to-date company, product and industry news

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Jeannette McCullen

is writing about sustainable energy in China

Age: 34
 Occupation: Freelance Journalist
 Location: London, UK
 Currently: Working on an in-depth report about sustainable energy in China
 Looking for: Information about companies in China that manufacture green products and are reducing environmental pollution

After living in Hong Kong for seven years, Jeannette returned to the UK and has since been writing for various newspapers and magazines. She is currently researching for a special report in The Economist about the role of sustainable energy in China's current economic boom.

KEY MOTIVATORS

- I need accurate and up-to-date information to research my articles
- I need an expert point of view about the challenges that foreign businesses face in China

HOW SHE GOT TO SPX.COM

A colleague referenced SPX in a story about solar power, and suggested Jeannette look at their site for more information. She first browses the press releases on the US site and then goes to the Chinese site to look for information relevant to China.

WHAT SHE NEEDS FROM SPX.COM

- Up-front research from press releases and marketing materials
- She needs to follow up with industry specialists who can answer specific questions in more detail

Show me

- * Easily accessible information about your products and technologies
- * Case studies/press releases regarding the implementation of these products

Convince me

- * That you are a leader in environmentally friendly technologies
- * That your management is committed to the course you're taking
- * That you will be successful in China despite the complicated political and legal situation there

Support me

- * Inform me about trends that give me context for your business in emerging markets
- * Give me a list of contacts that can directly answer my questions
- * Allow me to search press releases and case studies
- * Let me download supporting material like photos, product information and brand collateral

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Martin Shaw

is adding a production line to a food packaging plant

Age: 48
Occupation: Senior Operations Director
Location: Austin, TX
Currently: Planning a new production line in a food packaging facility
Looking for: A manufacturer that can offer a cost-effective solution and competitive products that comply with state regulations

For more than 25 years, Martin has been an engineering consultant in the food and beverage industry. Recently he's taken on a project to add an ambitious new line to an existing packaging manufacturing facility. He's worked with SPX previously and is the key decision maker on this project, but still needs to do a competitive bid on this project to obtain buy-in from several entities. He jokes that the success of his proposals is entirely contingent on his Rolodex of sales and support specialists who can answer any of his questions right away and to the point.

KEY MOTIVATORS

- I need to find the right equipment that fits my project needs.
- I need expert help in making the right buying decisions.
- I want to be seen in my company as an outstanding decision maker.

HOW HE GOT TO SPX.COM

He saw an ad for SPX Flow Control in a trade magazine.

WHAT HE NEEDS FROM SPX.COM

- Live support that can help him with buying decisions and research needs.
- The ability to access technical specs which he can copy directly into his plans/blueprints.
- Information about product updates in his business vertical.



Show me

- * Products with full specs and product search and comparison features
- * Information about other products that are relevant to this project
- * Product and technology news

Convince me

- * Provide case studies around the implementation of new technologies and products
- * Show me references (list of clients that use these products)
- * That you're able to customize solutions to meet my needs

Support me

- * Live support that can help with buying decisions and tech questions
- * Provide AutoCAD files that I can copy directly into plans/blueprints
- * Online product specification tools
- * Allow me to sign up for and customize product and company news
- * Provide an online RFI tool/form

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Ed Chu

is looking for an air cooling manufacturer and long-term partner in China

Age: 48
Occupation: Building Service Engineer at a global architecture firm
Location: Shanghai, CN
Currently: Implementing air cooling systems in a Beijing sports arena
Looking for: A reputable manufacturer of cooling and air filtration systems with operations in China

Ed oversees the design and implementation of cooling systems on high-profile projects in China. As the deadline approaches for an important 2008 Olympics project, he runs into compliance problems with his current vendor. To avoid any further delays, he has to find a new vendor with expertise in the many regulations and building codes pertaining to China. He likes the fact that SPX is a respected international company with local infrastructure.

KEY MOTIVATORS

- I am looking for a leading manufacturer with a proven success record.
- I need a partner who can deliver on a tight deadline.
- I have to partner with a company that understands the local market and culture.

HOW HE GOT TO SPX.COM

Ed met an SPX engineer at a family function and he subsequently did a search on baidu.com.

WHAT HE NEEDS FROM SPX.COM

- Proof that they are a global player carrying an extensive line of quality products.
- Proven experience with the local Chinese government and market.
- Up-to-date information about new products and technologies in Chinese.
- Detailed information and clear instruction on how to request additional information or talk to a sales rep in person.



Show me

- * What your company does and which end markets you service
- * Air cooling equipment from all your brands, searchable and comparable by specs
- * That you are familiar with local business, safety, and environmental standards
- * What distinguishes you from other, lower priced competitors

Convince me

- * Provide case studies about the implementation of your products/equipment
- * Provide references to support quality claim (client list)
- * Show consistency across all brands in service and quality

Support me

- * Let me talk to a specialist for help with buying decisions and technical questions
- * Let me request a call-back
- * Let me subscribe to product and company news that are relevant for me
- * Provide product information in English and Chinese to make it easier for me to get approval from my architects/engineers
- * Allow me to save researched products in a personalized area

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THE FOLLOWING COMMENTS WILL BE ADDRESSED AT A LATER STAGE

PROSPECTIVE EMPLOYEE (MATTIAS CARLSSON):

- Prospective employees will also find us through SEO and SEM search efforts, which can be addressed via user journeys

EXISTING CUSTOMER (MARTIN SHAW):

- Emphasize the amount of research required for such a decision and how he goes about obtaining the information.
- Sprinkle in cross-selling products and solutions within his research and decision logic process

NEW CUSTOMER (ED CHU):

- Would SPX be the provider of up-to-date product and technology information or would we partner with others? Is this our core competency? What are the services available outside of the product itself?



MEDIA	WEBSITE	EMAIL	PHONE CALL	LOCAL OFFICE	EVENT	FAMILY	FRIENDS	RECRUITMENT	COMPETITORS	WEB/MEDIA	
					1						meets SPX recruiter at employment expo on campus
							2				discusses job searching strategies with other graduates
	3										types SPX.com into his browser, looks up business units
	4										browses employee profiles in the career section
									5		looks for job listings on monster.com
									6		looks for job listings in trade magazines
									7		googles for engineering positions in the Illinois area
	8										uploads his resume to SPX database
	9										signs up for notification of future engineering positions in the U.S.
		10									gets email message about position that meets his criteria
	11										goes to SPX.com to look up details about the position offered
										12	searches for additional information on the web
			13								calls HR representative with additional questions
							14				gets feedback from his parents
	15										submits application for the position online
		16									gets call from HR to arrange interview date and travel details
		17									receives travel documents and confirmation by email
					18						interviews with line manager, meets potential co-workers
									19		receives offer from competitor
										20	researches customary salaries and benefits online
							21				gets feedback from his friends and family
			22								receives offer from SPX