

Customer avatar - sample

GOALS AND VALUES

Goals:

- Achieve outstanding Ofsted and fulfil LA requirements
- Support the growing number of autistic children in her school

Values (what is she committed to):

- Staff feeling supported via professional development program
- Increase staff knowledge to meet the school's vision
- Inclusive school welcoming and empowering children of all abilities
- Good reputation within the local community

Age: 50

Gender: Female

Marital status: Married

Children: Yes

Location: Isle of Rum



CHALLENGES & PAIN POINTS

Challenges:

- Budget cuts having an effect on staff retention and support for SEND children (and everything)
- Growing number of autistic children

Pain points:

- Fear of a bad Ofsted report and LA feedback
- Losing staff due to burnout and lack of motivation
- Children not achieving their potential

SOURCES OF INFORMATION

Printed publications: SEN Magazine, Teaching Today, School Supply Catalogue

Websites: NAHT website, local authority website

Social media: Facebook

Conferences: Autism Show, Tes SEN Show, NAHT Conference, local education events

Occupation: Primary Head Teacher

Annual income: £60,000

Level of education: Master's Degree

Quote: "I need an autism training programme that helps with all my challenges."

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

- Is the training a good return on investment? Will it help with the above issues?
- Is the training going to take up too much of the time of the staff?
- How is this training better than the others?

Role in purchase process:

- Decision maker. She needs a respected, cost effective training to give knowledge and confidence to her staff to support autistic children, resulting in less disruption in class, less stress for staff and children, reduced exclusion rates and solid evidence for Ofsted/regulatory bodies.