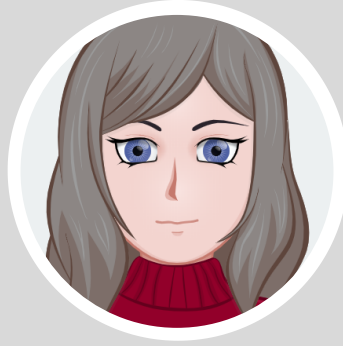


EXSECUTIVUS

The Executive



ABOUT ME

I am 45 to 65 year old married women with a family who lives in the DC metro area. I serve as the CEO or Executive Director of a growing non-profit that wants to work with the military-connected community. I have a post-baccalaureate degree and make an annual income of up to \$300K.

I enjoy reading non-fiction books, current events, lean progressive, and get my news from The Washington Post and New York Times.

GOALS & OBJECTIONS

I would like to offer a service or program to the military-connected community like free legal representation for veterans. I would like to promote my business to the military-connected community to increase the number of people we help.

I don't want to spend to much money, but I also recognize my unfamiliarity marketing to this community and what it takes. Any purchase will require approval by my Board of Directors.

SUPERIUS EDUCATIO
The Higher Ed Leader



ABOUT ME

I am a 30 to 45 year old married man with a family and live in College Town USA. I serve as the Director of our university's military and veterans affairs department and want to better serve military-connected students. I have a post-baccalaureate degree, am a veteran, and earn an annual income of up to \$125K.

I enjoy reading fiction books and academic reports. I lean conservative and get my news from social media.

GOALS & OBJECTIONS

I would like to find ways to recruit more veterans to my campus and improve our services to current student veterans.

I won't be surprised by the cost of working with you because I'll have provided specific deliverables. I expect my immediate supervisor and our CFO will make it difficult to approve any partnership unless we can really justify the business need because they don't understand the value of the military-connected community.

COGITARE
The Think Tank



ABOUT ME

I am a 25 - 35 year old married man who lives in the DC Metro area. I serve as Program Manager at a large consulting firm that does a significant amount of work with the federal government. I have a post-baccalaureate degree in Public Policy and earn an annual income of up to \$110K.

I enjoy reading fiction books and watching live sports. I lean conservative and get my news from The Washington Post, Twitter, and various internet sites.

GOALS & OBJECTIONS

I would like to sub-contract with you on a marketing contract with the federal government. This will help meet my company's federally-mandated benchmarks for veteran contracting.

I wont be surprised by the cost of working with you because I and my colleges are used to sub-contracting. I will hesitate to work with you given your lack of demonstrated results in past federal contracting work.