

Project: La Marzocco Website Project  
 Task: In-Person Workshops with LM Departments  
 Format: One Hour  
 Supplies Needed: Whiteboard, post-it notes, sharpies

- Tell us about your day to day responsibilities
- What types of customers are you interacting with? Describe them.
- What problems are you helping them solve?
- What do their questions sound like when they reach out to you?
- Right now, what role does the website play in this process? Which parts of this role are frustrating and which parts really help you make progress?
- Do you ever recommend people visit certain sections of the site? Which ones and why?
- Do you ever feel like you need to avoid sending people to the website? When and why?
- How could the website help you more in your day to day responsibilities? How would it help you better serve your customers?

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## Post Workshop Findings

### Summary of Audiences

- #1a: Looking to become a reseller
- #1b: Technician or reseller looking for parts
- #2: Existing reseller looking to learn more about how to sell
- #3: Retail end user
- #4: Cafe owner looking for equipment
- #5: Home User
- #6: Cafe visitors
- #7: Technicians looking for training
- #8: LM Solutions department
- #9: Other (architects/designers/specifiers; job seekers; press; sponsorship seekers)

### Audience Groups

Roaster Resellers <ul style="list-style-type: none"> <li>• Parts</li> <li>• Machine Info</li> <li>• Becoming a reseller</li> </ul>	Technicians <ul style="list-style-type: none"> <li>• Parts</li> <li>• Support</li> <li>• Training</li> </ul>	End Users <ul style="list-style-type: none"> <li>• Browse machines</li> <li>• Get help for a broken machine</li> </ul>	Home	Cafe
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## Content Groupings

Explore the machines	Support or service for my equipment	Home	About Us
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#1a: I am interested in becoming a reseller of La Marzocco equipment and I'm coming to the site to learn more about the process

Sounds like:

- How do I become a reseller? What's required of me?
- (secondary question) Which machine/grinder is right for this installation?
- (secondary question) What are the differences between all the models? How do I explain this/sell this?

Context: New reseller inquiries account for between 25-40% of inquiries handled by the sales team. Resellers are most often a roaster, but could also be a service provider or involved in the restaurant equipment industry. These inquiries typically come in via word of mouth and by the time they talk to sales they are 60% convinced they want to become a reseller. While most inquiries bring an existing level of knowledge, it's rare that they come in with enough knowledge to sell the catalog of equipment well. The aha moment comes for them once they make sense of the product line enough to say, "I finally understand the models and which one is right for this installation."

#1b: I'm a technician or a roaster/reseller and I know the part I need, but still require additional information about pricing and availability before I can order it.

Sounds like:

- Do you have this part in stock? (address this question w/ copy)
- What's my cost for this part?

Their context: They are working directly with the end user and there are often time and money constraints to consider. While many of these technicians/resellers may enjoy the direct communication with La Marzocco, their customers are expecting the problem to be solved as quickly as possible.

Variation: I'm a technician or a roaster/reseller and I need help figuring out what is wrong with a customer's equipment. I'm very familiar with the machines and I've ordered parts before, but this problem is beyond my expertise and I need to talk it thru with a LM tech one on one.

#2: I am an existing reseller looking for the resources and information I need to sell La Marzocco equipment.

Sounds like:

- Where are the product sheets and support/install documents for the equipment?
- Can you equip me with the info (pricing, value props, profit calculator, availability) to help me sell this machine right now?

Context: When the reseller arrives back to the website or contacts the sales team they are typically in the process of selling to a cafe owner. Getting the right information, pricing, installation guidelines in a timely manner is important for their bottom line. In almost all cases, they default to selling the same equipment, out of habit but also familiarity and a lack of knowledge on how to sell or service other models. The website acts as almost a digital brochure that they're able to show to their prospective customers (cafe owners, etc.) who are actively in the buying process.

#3: I'm an end user, in a retail setting, and I know there's a problem with my LM equipment and I need help fixing it.

Sounds like:

- Here's my specific situation, what should I do to fix it? How much does it cost and how long will it take? Is this something I can do myself?
- My machine is broken, are you the ones who can help me fix it?

Context: They don't have a service technician who is readily available, and may or may not have reached out for service before. They are experiencing an issue and are starting from scratch to figure out what it will take to get it solved. They don't fully understand the La Marzocco support ecosystem/process, but think they can fix their machines themselves.

#4: I'm a cafe owner in the process of opening a cafe and I need to purchase espresso equipment. I'm evaluating La Marzocco equipment to see if it's right for me.

Sounds like:

- I'm thinking of starting a cafe in xyz location
- Do you sell used?
- Do you have financing?
- How do I buy one of these? What's the pricing?

Context: Potentially overwhelmed by all the moving parts and decisions they have to make in order to open their “dream” cafe, they stumble to the La Marzocco site knowing they need good equipment in order to make good coffee. They’ve probably never done this before and don’t know how to distinguish between the models or brands. They don’t yet understand they can’t buy direct from LM.

#5: I’m a person who is interested in making high quality espresso at home.

Sounds like:

- What LM machines are available for direct retail purchase? How much do they cost and how do they compare with other options?
- How do I maximize my current home set-up? Should I focus on the coffee, the equipment or the education (in which area am I most lacking)?

Context: I’m passionate about coffee, specifically espresso as well, and want to put together a home set-up that gets me the results I’m looking for. This includes a wow-factor, the ability to produce quality output consistently, and a community who will support and include me.

#6: I’m in Seattle and trying to find information on or directions to either the LM cafe or headquarters.

Sounds like:

- I’m trying to get to the LM cafe. What are the directions?
- What’s the difference between a showroom and a cafe?
- I’ve heard about this LM cafe, what is it like? What do they serve? What are the reviews?

Context: Often using a mobile device and either a google or maps search, I’m on the go and trying to find the exact information I need to get to my destination. I don’t fully understand the difference between a cafe and a showroom, or if there is one.

#7: I’m an active repair personnel and I want more training on La Marzocco equipment.

Sounds like:

- How/when can I get certified on LM equipment? Am I qualified to attend? What are the requirements?
- What’s the certification/training process look like?

Context: I already possess technical knowledge and most likely have a full-time job as a technician, but need to get certified by La Marzocco in order to support the cafes and roasters

that have their machines. I already know about LM and I've been in contact with someone from their team because they have a need for a technician in my area.

#8: I work for La Marzocco on the solutions team, providing training and support to customers and service techs/resellers.

Sounds like:

- I want to spend less time on generic repair requests so I can focus on the harder, more customized needs
- I wish I had better step-by-step instructions to send to qualified techs

Context: I work with customers daily to help them figure out what is wrong with their equipment and how to solve it. I often get the same specific repair requests over and over, and could free up about 30% of my day if I had an archive of self-serve resources sorted by specific repair need.

Additional tertiary audience groups:

- I work for an architectural firm and we're bidding on a project that involves the installation of LM equipment. Do you have the technical specs, CAD files and installation guides I need?
- I'm a member of the press and want to get in touch with the LM PR contact
- I'm looking for a job
- I'm throwing a regional event and wonder if La Marzocco wants to sponsor (\$\$ or swag) the event - we have a LM machine in our cafe?

Additional Sales Notes:

- The aha moment comes when they finally understand the models and which is right for them
- New and existing resellers lack the tools and training they need to sell the entire catalog of equipment. Instead, they default to selling what they already know.
  - While more research needs to be done to understand exactly what tools resellers need, a few ideas include: A step by step decision making guide for which machine to buy. A simple way to highlight the differences between models (Scott's example of 18 grams in 10 seconds), likely the comparison page. Videos/presentations which lead to some kind of sales training.
- While the LM story isn't typically a primary driver or aha moment in the sales cycle, it's used as the primary argument against price.

- One story idea: show an archive of past machines, telling the LM story through the visual of machines
- The service/support element is important, but not exciting.