

Sales Man Ted



Age

25 to 34 years

Highest Level of Education

Bachelor's degree (e.g. BA, BS)

Social Networks



Industry

Technology

Organization Size

201-500 employees

Demographics

Father of 2 children aged 3 and 5

Married to a home-maker wife, aged 29

Lives in a 4-Room HDB flat in a new estate in Sengkang

Annual Income of \$60,000 to \$80,000

Preferred Method of Communication

- Email
- Phone
- Social Media
- Face-To-face

Goals or Objectives

Retire early with money to hand over to their children

Achieve financial security by age 60

Biggest Challenges

- 1) Find the right trusted financial advisor
- 2) Understand how much to save each month, how much to spend, and how much to invest
- 3) Protect themselves against retrenchment

Job Responsibilities

Sales Management, Generating Sales Leads

They Gain Information By

Online courses, reading the news, Facebook posts by friends, Instagram posts by friends, and Google searches