

Real-World Internet Users

Internet Customers Simplified

The Real-World Subscriber Persona
Playbook for Broadband Companies

Developed by:
SalesFlo Strategies LLC
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Internet Customer Personas

-Purpose-

- The Persona Playbook for ISP marketing and sales teams.
- Designed for sales enablement during training and role-playing.
- Intended to assist in marketing campaign strategies.
- Personas were built from thousands of REAL consumer interactions.
- Gives insight into consumer needs, concerns, and possible objections.
- Suggested strategies are generalized and must be customized to each ISP.
Strategies differ from company to company based on services offered.
(Internet only vs Internet + other services, aka Bundles)

Your ability to win new subscribers comes down to understanding consumer needs, concerns, and objections to switching ISPs.

Don't get left behind wondering 'WHY' they didn't subscribe?

Internet Customer Personas

-The Legal Stuff-

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- Doc was designed from actual service and sales experience with consumers.
- It is a generalization of common personas. No bias, discrimination, disrespect, or stereotypes were intended or implied. Images are for a visual only.
- Variations within these personas should be expected; all consumers are unique.
- Doc is intended for informational & training purposes only.
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Internet Customer Personas

-How to Use-

- Each slide contains a persona type to be referenced during role playing & sales training, but also for marketing purposes.
- The employee playing the persona should reference the slide during role playing. The salesperson must uncover the persona's needs thru questions & discovery.
- Each persona has their needs, current usage, concerns, and objections. These are typical traits that are common within each type.
- Suggested strategies are provided to give further persona insight.
- The images are just to provide a visual but avoid assumptions & stereotypes.
- During role playing it is encouraged to use variations (mix it up) when it comes to their needs, concerns, and objections. Small variations simulate real-world scenarios.
- How salespeople or marketing departments handle these aspects depends upon what services your company provides. (Internet only vs multiple services, aka bundles)
- Churn risks are included for deeper insights and for sales & marketing to be more proactive in your customer retention efforts.

Traditional Retiree

Older / Elderly
Couple with auxiliary
family structure

Concerns: learning new
systems - Easily frustrated
with change.

Budget Stable
Fixed income / Retired

Objections: Their current
bill is too high but switching
is too complicated

Needs Hassle-Free
service, especially TVs,
local channels/news

Typically 1 Provider -
Higher % of bundles

Has Legacy TV service,
Internet, Mobile, VoIP
Not streamers.

Churn Risks: Higher - Quick
abandonment & competitor will
lower bill to keep & winback



Savvy Connected Retiree

Older, Active
Couple with auxiliary
family structure

Concerns: price hikes &
switching internet
service

Stable Budget
Fixed Income

Objections: worried about
switching WiFi & their
streaming service & devices

Needs Value, Stable Bill
& Convenience

Typically 1-2 providers &
Mobile bundled Y/N

Uses Streaming TV
Has WiFi & Mobiles

Churn Risks: Lower -
wants good service &
steady bills



American Dream

Established Couple
2-3 Kids at home -can be
mixed/non-conventional

Concerns: reliability &
downtime. Spouse works
remote/hybrid, kids gaming

Modest/Healthy Budget
Economic demands of the
family's needs.

Needs quality service &
value, family is heavy
internet users



Objections: switching
disruptions, they can't be
down for long

1-2 Providers
Mobile Bundles Y/N

Uses Streaming & WiFi
Mobiles Bundled Y/N
Current WiFi coverage?

Churn Risks: Lower -
loyal customers if service
is reliable

The Professional

Younger to Middle Aged
Possible Spouse or Ex, No
kids at home FT

Concerns: Switching &
Buyer's Remorse, FOMU

Healthy Budget
Works from Home
Remote/Hybrid

Needs Reliability &
Speed, Upload is a
priority, smart devices

Has Decent WiFi & Mobile
Service, Streaming is
secondary



Objections: FOMU, what
if I don't like it & install
downtime

1-2 Providers
Possible Mobile Bundle

Churn - Lower, Loyal
with excellent service

Young Professional

Millenials & GenZ
Typically Single or
Significant Partner

Concerns: Costs &
Speed, no contracts

Modest Budget
Value is a priority

Objections: Price but
wants performance

Needs Speed & Value
Games, Student,
Remote/Hybrid Work

1 ISP & lower bundle
rates on mobiles

Has WiFi only & Upload
is a priority

Churn - Med/Higher,
Budget & Life changes



Growing Family

Younger Couple
Possibly young kids & newborn

Concerns: overall costs and reliability. Remote work & gaming possible.

Modest Budget
fluctuates with career & life changes

Objections: Need to talk to partner. Bundle discounts from competition.

Needs value & speed on their budget. Remote work & gaming.

1-2 Providers
Mobiles Bundled Y/N

Has Streaming, WiFi, Mobiles Bundled Y/N

Churn Risks - Medium
Deal Hunters: less afraid to switch / loyal if happy



The Techie

All ages possible
Single or Significant
Partner

Healthy Income
Technical Profession
Extremely Knowledgeable

Needs Low Latency, High
Upload, Reliability,
strong WiFi coverage

Uses WiFi Only - Mobiles
are separate or non-
issue.



Concerns: Is your service
better and worth the
hassle to switch?

Objections: Will consider
after others try you 1st.
Wants proof to switch.

1 ISP only, Mobiles not
bundled, Owns personal
mesh WiFi?

Churn - lower if
performance &
connectivity are steady

Local Business

Traditional Business
1-2 Decision Makers

Concerns: Switching
VoIP & contracts

Est business with
steady income

Objections: Switching
everything is a hassle

Needs strong WiFi &
reliability for security
system & comms & ops

1 ISP with commercial
service bundle

Has Basic speeds, VoIP,
Mobile Bundle, Is their
current WiFi subpar?

Churn- Low, Loyal once
converted



Digital Business

Online Business
1-2 Decision Makers

Good Budget, can
fluctuate

Needs fast speed &
uploads & reliability

Has WiFi only and
Mobile Plans Optional



Concerns: Switching &
service disruptions,
FOMU

Objections: Switching,
FOMU, if WiFi's down so
is the business

1 ISP and Mobile
Bundle Y/N

Churn- low, loyal if
service is reliable

MDU/HOA, Hospitality

High Occupancy,
Multiple Decision Makers
Possible

Concerns: Construction,
Disruptions, Change
Over Process

Healthy Budgets
Bulk Contracts?

Objections: Contracts,
Disruption to
Resi/Guests

Needs TV Service, VoIP
options, custom WiFi
features & coverage

1-2 Providers,
Bundles/Contracts?

Has Internet with WiFi,
TV service, VoIP

Churn - Minimal, Loyal
once converted



Suggested Strategies

Traditional Retiree

- Focus on keeping the change in services as convenient as possible.
- Plant a seed & follow-up.
- Discovery is key to success.
- They tend to be heavily bundled, so there are many factors for them to consider. Avoid high-pressure tactics.
- If the change becomes over-whelming, they tend to abandon new service.

American Dream

- Don't assume family structure or dynamics. -Who is the decision maker?
- Multiple household users with high internet demands. -Many smart devices.
- Focus on minimizing disruption and benefits of better service.
- Minimize installation downtime.
- Strong WiFi coverage & reliability is key.

Savvy Connected Retiree

- More tech than traditional retirees
- Focus on how changing their internet doesn't mean changing everything.
- Better WiFi will enhance their other services and improve their experience.
- If you can offer them bundles, it will help close rates and churn.

The Professional

- Focus on an easy change over process.
- Stress benefits of better service to their work-life & smart devices.
- Social proof & tech info can help to close
- Install must be quick & easy
- Loyal if handled properly & happy
- Great for referrals

Suggested Strategies

Young Professional

- Focus on value & reliability
- Typically has higher speed/upload needs
- Highlight steady bill & no contract
- Willing to pay for good service & value
- Can be good for social media influence.

Growing Family

- Family structure is still young & evolving. Life can be a little chaotic.
- They appreciate good service & value
- Highlight benefits of better WiFi
- Make install quick & convenient
- Make the close & signup easy
- Minimize downtime & disruptions

The Techie

- Extremely knowledgeable internet consumer. Understands performance.
- If you don't know the technical answer, be honest. & You will "get them one ASAP."
- Provide social proof, stats, or tech info to persuade & close.
- They will pay for high-quality service
- Do they have a custom WiFi setup? Mesh WiFi?
- Good customers, great for referrals/testimonials

Traditional Business

- Multiple service lines possible
- If you can offer multiple service lines it will help with close and churn rates.
- Focus on benefits of reliability to their business & bottom-line.
- Explore their WiFi coverage needs
- Local businesses are great for referrals
- Simplify the change over process

Suggested Strategies

Digital Business

- Can be mix of traditional business with heavy online presence & demands.
- E-commerce website?
- Install must be painless, minimize disruptions to their service
- Focus on benefits of robust WiFi & upload speeds to their business
- If internet is down - so is their business
- Reliability is paramount to their bottom-line. It's more than just an inconvenience.

MDU/HOA & Hospitality

- High Occupancy
- Current contract status?
- Focus on making the change over streamlined & disruptions minimal.
- Requires many different services: TV, VoIP, custom WiFi solutions
- Listening & discovery is key because this is a longer sales cycle.

Summary: Internet Customer Personas

- Thank you for using this guide. Hope it helps you & your company.
- The BEST salespeople desire to help and listen to their customer's needs.
- These personas were built from REAL experience & interactions with hundreds of telecommunication customers, as both a technician & a salesman.
- This doc gives insight into what they may not be saying out loud.
- During role playing, it is encouraged for persona variations to be used by employees. (Service bundles, Objections, Pushbacks, etc.)
- All customers are people; they have unique needs.
- Your Marketing & Sales strategies depend upon multiple factors.

If your company would like a more comprehensive plan of sales enablement or marketing, then please reach out to me. -I can provide tailored solutions.

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