

How to use this template

Buyer personas are a great tool for aligning your content with the needs of real buyers who influence and make decisions about purchasing the products or services your company offers. This exercise involves researching and documenting a detailed profile of people who buy from you to gain a deeper understanding of the challenges they face, and how they evaluate solutions from a buyer's perspective.

It's critically important that you resist the urge to make assumptions about your buyer persona's and speak directly to your buyers to get insights about what their business challenges are, and how they buy. The following questions will help you kick-start interviewing your customers so you can map their answers to your own buyer personas using our free template.

THE BUYER:

1. **Job Description** – Describe the role and responsibilities of this buyer including:

a. Job Title:

b. Time in Job:

c. Role in Decision Making (*influencer, decision maker, etc*):

d. Daily Tasks:

- i. _____
- ii. _____
- iii. _____

e. Likes/Dislikes:

- i. _____
- ii. _____
- iii. _____

- i. _____
- ii. _____
- iii. _____

f. Responsibilities:

- i. _____
- ii. _____
- iii. _____

g. Frustrations

- i. _____
- ii. _____
- iii. _____

2. **Top 5 Initiatives** – Be as specific as possible about the top 5 business issues/challenges this buyer perceives as most critical to resolve at this time. Use open ended questions to get buyers talking about the root cause of a business issues. For example, if you have a customer in the Healthcare Industry they may tell you a business issue is going paperless. By diving deeper into the root cause of that issue you may discover this is now a compliance mandate by the Federal Government.
 - a.
 - b.
 - c.
 - d.
 - e.
3. **Immediate Initiatives** – Of the top 5 initiatives listed above, determine which is the most mission critical and provide as much detail as possible about what steps the buyer has already taken to resolve the issue.

THE BUYING DECISION:

1. **Immediate Initiative** – What internal and/or external factors have contributed to your buyer's search for a solution?
2. **Measuring Success** – What tangible and/or emotional factors will your buyer use to measure the successful outcome of a solution to the immediate initiative?
3. **Perceived Barriers** – What factors does your buyer perceive as barriers to resolving the immediate initiative?

4. **Decision Making Criteria** – Identify the top 3 factors this buyer uses to compare alternative solutions to the immediate initiative. These factors may change as your buyer moves through the sales cycle.
 - a.
 - b.
 - c.
5. **The Buying Process** – Identify key resources your buyer is influenced by at each stage of the sales cycle when making a purchase decision. Be as specific as possible about each resource (*colleagues, peer groups, blogs, trade publications, etc.*) the buyer trusts.
 - a. **Need recognition & assessment**
 - b. **Research & awareness of solutions**
 - c. **Assessment & selection of solution provider**
 - d. **Investment approval**