

# IDENTIFYING BUYER PERSONAS



Use this worksheet to identify your buyer personas: the people your sales and marketing teams engage with directly during the sales process. You'll need to define the job description, role, and responsibilities of each contact you want to target within your ideal customer profile as well as challenges they face and how your product or service will help solve those challenges.

Because most B2B purchases are made by a buying committee, make sure you fill out this worksheet for each of your buyer personas.

<b>Job title</b>	
<b>Reports to</b>	
<b>Role in the purchase decision (select all that apply)</b>	<input type="checkbox"/> End user <input type="checkbox"/> Key influencer <input type="checkbox"/> Decision-maker <input type="checkbox"/> Buyer <input type="checkbox"/> Other: _____
<b>Objectives &amp; goals</b>	1. _____ 2. _____ 3. _____ 4. _____ 5. _____



# IDENTIFYING BUYER PERSONAS



<b>KPIs</b>	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
<b>Pain points &amp; challenges</b>	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
<b>Relevant value proposition &amp; messaging</b>	1. _____ 2. _____ 3. _____ 4. _____ 5. _____



# IDENTIFYING BUYER PERSONAS



<b>Common objections</b>	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
<b>Talking points</b>	1. _____ 2. _____ 3. _____ 4. _____ 5. _____

