

## Buyer Persona Worksheet



Launch

	NAME	INDUSTRY/SEGMENT	
	JOB TITLE	REPORTS TO (JOB TITLE)	
	AGE/EDUCATION	YEARS IN THIS JOB	

MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

LIST THE TOP FIVE OBSTACLES OR PROBLEMS THAT INTERFERE WITH MY SUCCESS:

1

2

3

4

5

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## **Buyer Persona Worksheet (Continued)**



PRODUCT:	MY ROLE IN BUYING:
	<u>'</u>

WHY I HAVE NOT CONSIDERED YOUR PRODUCT (OR CATEGORY OF PRODUCTS) AS AN ANSWER TO MY PROBLEMS:

WHAT WINNING LOOKS LIKE FOR ME (HOW MY PERFORMANCE IS MEASURED. HOW I GET MY BONUS):

HERE ARE OTHER WAYS I MANAGE  $\underline{\textbf{WITHOUT}}$  YOUR PRODUCT:

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## **Buyer Persona Worksheet (Continued)**



HERE'S WHERE I GO TO GET INFORMATION (Check all that apply and name specific sources): Who? Which ones? Where? Category Ask analysts/read analystreports Attend industry conferences Attend vendor-sponsored events Ask a colleague for a recommendation Read white papers Use internet search engines/online research Read vendor collateral Read magazines/publications Other influences HERE IS SOMETHING ELSE YOU SHOULD KNOW ABOUT ME:

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