



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





PRODUCT:

MY ROLE IN BUYING:

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 WITHOUT YOUR PRODUCT:



HERE'S WHERE I GO TO GET INFORMATION (Check all that apply and name specific sources):

Category

*Who? Which ones? Where?*

☐

Ask analysts/read analyst reports

☐

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:

WRITTEN BY

DATE

