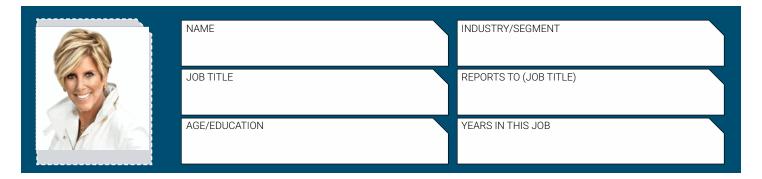


Buyer Persona Worksheet



Market

SECTION 1: PERSONA PROFILE (Can be used by any product team)



MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

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

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Buyer Persona Worksheet (cont.)



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

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Buyer Persona Worksheet (cont.)



SECTION 2: BUYER PROFILE (Product specific)

PRODUCT:	MY ROLE IN BUYING:
Stage in the Buyer Journey Need	What my participation entails
Definition	
Evaluation	
Purchase Decision	
Customer Service	

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

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Buyer Persona Worksheet (cont.)



WHAT WINNING LOOKS LIKE FOR ME (HOW MY PERFORMANCE IS MEASURED. HOW I GET MY BONUS):	
HERE ARE OTHER WAYS I MANAGE <u>WITHOUT</u> YOUR PRODUCT:	
WRITTEN BY DATE	

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