

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

© 2018 Clients of Pragmatic Institute are granted a limited license to use internally, for non-commercial purposes.

PRAGMATIC INSTITUTE



Buyer Persona Worksheet (Continued)



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:

 $\hbox{@ 2018 Clients of Pragmatic Institute are granted a limited license to use internally, for non-commercial purposes.}\\$

PRAGMATIC INSTITUTE

THE FUTURE OF BUSINESS



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 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:

© 2020 Clients of Pragmatic Institute are granted a limited license to use internally, for non-commercial purposes.

WRITTEN BY

DATE