


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

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

MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

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

1

2

3

4

5

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

SECTION 2: BUYER PROFILE (Product specific)

PRODUCT:

MY ROLE IN BUYING:

Stage in the Buyer Journey

What my participation entails

☐

Need

☐

Definition

☐

Evaluation

☐

Purchase Decision

☐

Customer Service

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:

WRITTEN BY

DATE