

MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

Provide Leadership and

MProvides

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

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**5**

**4**

**3**

**2**

**1**

NAME INDUSTRY/SEGMENT

William Higher Education/Administration

JOB TITLE REPORTS TO (JOB TITLE)

Dean of Academic Affairs President of the College

AGE/EDUCATION YEARS IN THIS JOB

45/PhD 8

A person with a beard

Description automatically generated with low confidence

Buyer Persona Worksheet

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Provide supervision & leadership to faculty advisors and oversight for curriculum development. Also provide academic guidance to advisors & students. Oversee the registrar & student life staff. Participate in budget preparation. Coordinate student activities. Ensure regulatory & accreditation requirements are consistently met.

Insufficient time to brainstorm student engagement activities, to enhance retention and increase enrollment.

Not sure what else… ☹

Staff and faculty turnover requires constant oversight & guidance.

Insufficient budget for state-of-the-art tools to improve efficiency and maximize student engagement.



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:

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PRODUCT: Student Information System

MY ROLE IN BUYING: Final decision/approval.

Buyer Persona Worksheet (Continued)

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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 (Continued)

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