

Create Your Buying Persona

Template



What is a buying persona?

A buyer persona describes the ideal person your business can market and sell to. By understanding who that person is and what their activities are, you can ensure your sales, marketing and additional activities are better aligned towards this 'ideal persona'.

A strong buying persona within your business will typically be a decision maker who has a budget available, is acutely aware of their pain points and wants a solution. They will also be someone who, crucially, is generally not too labour intensive or expensive to work with.

How do you define a buying persona?

Defining your buying persona will help you to see the low hanging fruit, the most profitable personas and the type of prospects and customers which are more costly in terms of acquisition and level of service they demand.

For more insight into how to make the best use of this template, we have created A Guide To: Buying Personas, which is available in the Sales Academy. Please find an example on the following page.

Buying Persona Template - Example



Company Creating the Persona:

"A Marketing Technology company who facilitate the creation of captivating online content, with the ability to consult on increasing market visibility."

Buying Persona Example:

'Rachel'

Personal Information

Age: 38
Gender: Female
Location: London
Marital Status: Married
Number of Dependents: 2
Income: ~ £32,000
Education: Bachelor's Degree Level

Professional Information

Job Title, Role and Seniority: Marketing Manager
Company Industry: Business Consulting
Company Size: 11 -30
Specialisms: Content Writing, Networking
Tools Used: LinkedIn Sales Navigator
Typical Processes: Searching within Local Network for skills gaps
Probable KPIs:

- Gain more inbound leads into website
- Build an audience/following based on thought leadership

Values

Values Held:

- Try things and fail fast
- Work towards measurable goals

Associations with other companies or membership groups:

- Local Networking Groups
- Business Consulting Best Practice Groups (online)

Drivers to use your product or service
Need for extra hands and technical competency to grow marketing presence
What is their buying mindset?
Willing to try and invest in short term to see results, if aligned with immediate goals. Already searching for a solution.

Objections

"How can I demonstrate quick ROI to my CEO?"

Goals

What are their goals?

- Growing an online audience to educate them and eventually convert them into customers
- Gain inbound leads into website

How do they measure those goals?

- Number of subscribers in mailing list
- Engagement with content

What are the barriers to success?

- Lack of staff/technical expertise means that a number of resources can't be created
- Struggling to find audience/prospects to help drive viral potential

Which goals do they prioritise?

- Growing an online audience, to subsequently increase online sales and move away from word of mouth as primary revenue stream

How would your business support them?

- Support in creating audience-ready, online content
- Consult on how to drive most relevant value to audience
- Provide templates and tools that are currently unavailable

Situation

Where does their digital presence lie? LinkedIn

Do they attend events or conferences? Attended but not exhibited

What is their recent buying activity? Rachel has been recently appointed to steer marketing

Which social media channels do they favour? LinkedIn, Twitter

Where are they based? London

Negatives

Is this individual too costly to acquire as a customer?:

Low cost of acquisition based on our starter package

Are they prohibitively expensive to support? No. Self-serve support with 2 hours a month of support

Do they belong to an unsuitable industry for your expertise? Perfect industry for us to work with

Do they have an insufficient budget to warrant spending money with you? There will be an expected budget based on Rachel's recent appointment.

You can Profile a Buying Persona (or several) below, using our handy template.

Consider those decision makers who have been most fruitful for your business so far, and those with whom you typically have good interactions and a strong lifetime value. Take these commonalities and turn them into living personas with real names. These can then be real and tangible when it comes to referencing them in what you do, whether that's in a sales capacity, marketing capacity, or otherwise.

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Buying Persona Template - Interactive

Open in Adobe Acrobat and fill out the highlighted fields.



Buying Persona A:

Personal Information

Professional Information

Values

Objections

Goals

Situation

Negatives

Buying Persona Template - Print

Print out this template and fill in the fields.



Buying Persona A:

Personal Information

Professional Information

Values

Objections

Goals

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Negatives

