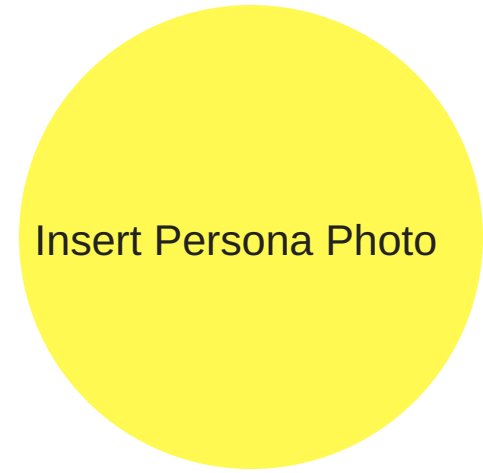




# BUYER PERSONA



For \_\_\_\_\_ SERVICE

NAME \_\_\_\_\_

AGE \_\_\_\_\_ GENDER \_\_\_\_\_



TITLE \_\_\_\_\_ ORGANIZATION SIZE \_\_\_\_\_

INDUSTRY \_\_\_\_\_ REPORTS TO \_\_\_\_\_

JOB MEASUREMENT \_\_\_\_\_ TOOLS \_\_\_\_\_

CHALLENGES \_\_\_\_\_ GOALS \_\_\_\_\_

WHO REPORTS TO THEM \_\_\_\_\_

HOW DO THEY LIKE TO COMMUNICATE WITH VENDORS? \_\_\_\_\_



## LEARNING & INFORMATION

HOW DO THEY LEARN ABOUT THEIR JOB? \_\_\_\_\_

\_\_\_ WEBINARS \_\_\_ PODCASTS \_\_\_ PRINT MATERIAL

\_\_\_ TRADE SHOWS \_\_\_ SEMINARS \_\_\_ ONLINE \_\_\_ BOOKS

HOW DO THEY LEARN ABOUT THEIR WORLD? \_\_\_\_\_

\_\_\_ TV \_\_\_ NEWSPAPER \_\_\_ SOCIAL MEDIA \_\_\_ ONLINE

WHAT ARE THEIR FAVORITE SOCIAL MEDIA PLATFORMS \_\_\_\_\_

LEVEL OF EDUCATION \_\_\_\_\_



## FAMILY & SOCIAL

MARITAL OR RELATIONSHIP STATUS \_\_\_\_\_

CHILDREN \_\_\_\_\_

HOBBIES \_\_\_\_\_

SOCIAL PRIORITIES \_\_\_\_\_

RECREATIONAL ACTIVITIES & SPORTS \_\_\_\_\_

OTHER IMPORTANT ATTRIBUTES

\_\_\_\_\_