

B2B Buyer Persona Worksheet

Segment Name		Starting NAICS	
Date		Initiator	

Company Firmographics and Personas

Company Firmographics Describe the company you ideally would like to target in specific terms and metrics. (E.g., Sales Volume, Geography, Industry, Specific SIC Codes, Employee Count, etc.)	Goals What are our buyer's business goals? What are our buyer's personal goals? What organizational goals affect their buying behavior?	Buying Process What buying process do our buyers follow What is their typical buyer's journey? How does procurement govern the buying process?	Buyer Thinking Which attitudes hurt/help us on the part of buyers? What perceptions & beliefs does buyer have? How does buyer thinking affect buying behavior?	Why Buy How does buyer make choices? What risks affect buying choices? How do buyers balance consequences and payoffs? How does Buyers thinking affect "why" choices? What are the unlocked drivers for decisions? What are the unarticulated "why" reasons for decisions?
	Initiatives What are the typical initiatives of this buyer? What are the typical strategies of the buyers and industry? Which programs & projects are important?	Timing What are the seasonal patterns of this buyer? How does formal budget planning affect timing? What is normal end-to-end buying cycle?	Channels Which channels does this buyer use? Where are the buyers socially? What external sources do they frequent?	
Influencers, Stakeholders, Buying Team Who are the key stakeholders? Who are internal influencers? External influencers? Who participates on buying team? What role does buyer persona have on buying team? Who participates in the approval process?		Content and Information What information and data references do buyers rely on? How do buyers utilize and share content? What types of content affects purchase decisions? What content are buyers seeking and when? How do buyers obtain and receive information?		