**Buyer Persona Template Guide**

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| --- | --- | --- |
| Name | Title | Industry & Type of company |
| Age Range | Length as title | Role in Buying |
| Picture | Responsibilities – *Brief description of this person’s work responsibilities* | Attitude towards vendor relationships and communication preferences |
| Education | Specific Knowledge Level | Pain Points – *the set of key concerns that generate an aversion based response (budget restrictions, legislation, etc. List of potential pain / fears points that commonly affect this persona. What pressing issues keep this person up at night*? |
| Lifestyle | Specific Skill Set | Motivators – *the set of concerns that drive an attractive response (personal advancement, recognition, gaining market share) What drives this person, what motivates this person to take action?* |
| Personal organizations/ events –*What type of organizations does this person belong to and what events do they attend? Online, offline?* | Professional organizations/ events –*What type of organizations does this person belong to and what events do they attend? Online, offline?* | Validators – *The set of sources of decision making and purchase support (peers, 3rd party endorsement, clinical trials, memberships, etc.) What inputs help this person make a decision- Do they value product reviews, analyst reports?* |
| Narrative |
| Quotes |
| Questions they would ask |

**Example Buyer Persona 1**

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| --- | --- | --- |
| Rich | IT Director | Large architectural firm |
| 35-40 | 4 years | Technical  |
| http://farm4.staticflickr.com/3546/3656978808_390a475273.jpg | In charge of all networking, computing, firewalls, telephone systems, and facility controls | Likes to read hardware specifications and get comparisons to competitive solutions. Not crazy about salespeople, but likes to speak to sales engineers and get pilot trials. Very involved in buying, but lets the CFO do any negotiating over $20,000Doesn’t like cold calling; only responds to email. |
| MS in Software Engineering | Expert in IT systems | Rich wants better control of his physical and logical security. He is understaffed right now and takes trouble calls on weekends sometimes. They’ve been robbed once of IT equipment in the past two years and he wants it NEVER to happen again. |
| Family life in suburbs, loves heavy metal music | CCNA Security Certification | Rich really likes to feel that he is in control of all things IT and that his fiefdom gives him a rightful sea at the table with the firm’s partners, since he is not a partner |
| Assistant Scoutmaster | ASIS | Rich religiously reads *Security Management* and attends all local and national ASIS events. He is in awe of anyone that works for Cisco. He also networks with area facility managers and reads product reviews in *Network World*. |
| As the IT Director of a small specialized architectural and engineering firm that deals in SCIFs, Rich is exposed to very high end solutions that his firm’s customers are buying, although he is not a billable project person. He is an expert in standard business IT functions, but has always wanted the best physical access solutions like his firm’s clients have He has started researching these systems, but he unsure which integrator can best help him implement a solution. Specifically, Rick aims to increase streamline how his firm’s employees are managed regarding access privileges, since not all employees are cleared for the DoD and intelligence community projects they work on. Rick’s decisions are data-driven; He relies heavily on metrics and evaluates TCO for all of his spending. |
| *“It’s my department that keeps the architects and engineers going. I need to know what’s going on in the network and facility, and take my seat at the board room even though I’m not an architect or engineer. You have to show me how good you are because I have to show them.”* |
| *“How do I know I’m getting the best solution out there?”**“I’ve had a colleague choose XYZ company over you? How can you beat their price?”**“What’s the exact time it takes to deploy and configure your solution? – tell me the truth.”* |

**Example Buyer Persona 2**

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| --- | --- | --- |
| Katrina Robbins | Associate | Financial services firm |
| 27-35 | 2 years | Decision maker and influencer of friends |
|  | On management track in organization | * Wants to be involved, personal connection w/o inundation.
* Wants to quickly get to info, FAQs, ticketing.
* Only responds to email and texting.
* Does not read mail.
 |
| Recently finished Masters | Past exposure to classical music/lessons, ballet growing up, but not necessarily opera. | * Need for peer validation
* Financial
* Scheduling – already very busy
* Fear of missing out
* Fear of being alone
 |
| Urban Single, in serious relationshipGoes to bars, movies, casual but trendy events | Undergoing much professional development | * Image - Need to distinguish self
* Opinion of peers
* Developing a sense of self in community
* Wants to be involved in the arts community
* Not as concerned about family
 |
| Not always a “joiner,” but likes Trivia or Baltimore sport/social & Meetup groups | Pratt Contemporaries | * Peers - Heavily reliant on social media to make plans
* Avid NPR listener
* Reads *Slate*, *Huffington Post*, *Gawker* on a daily basis
 |
| Katrina came to Baltimore for a job/grad school and stayed. She has lots of debt as she makes the transition from student to professional and works hard at her firm. She heavily entrenched in her comfort zone, but is impressed with those that do different things. She doesn’t make grand plans and relies on friends for “what’s going on.” She spends lots of time reading news online and social media, but doesn’t interact as much. |
| “I like dressing up to go out but can’t always wear my favorite heels anywhere.” “I enjoy meeting new people at a high culture event.” “I enjoy romantic themes but nothing too cheesy.” “I hate having to click a lot to buy something.” “I think it’s really cool that you do opera, but I’ve never been into it.” “I want to tell people that I did something really cool this weekend.” |
| Will there be drinks/food? What do I wear? When do I need to get there?Who do I know will be there?How long does it last?How will I understand what’s going on? |

**Example Buyer Persona 3**

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| Jeff Woodward | Vice President | Health Tech-Medical Services |
| 40-55 | 8 years | Decision maker, but always consults with spouse |
|  | Manages and administers, responsible for business development and growth of firm | * Prefers direct mail and phone over email
* Will delete email based on subject line.
* Enjoys building relationships that grow his business
* Networks for strategic partnerships
 |
| Post-graduate education, maybe technical certification | Played guitar in a high school rock band | * Limits on time commitment
* Concerned about time away from family
* Hates inconvenience
* Unsure of connection to opera
* Will not go to social/cultural event without wife
 |
| Married w/family in suburbs. Works, plays hard; owns a boat and season Ravens tickets | Certified Public Accountant | * Interested in “good” experiences
* Likes to support organizations of people he’s committed to
* Likes to feel useful to others
* Likes to be publicly recognized as a leader
 |
| Maryland Club, Boy Scouts, running club | MD Chamber of Commerce, Am. Society of Healthcare Eng.,College Alumni | * Peers from his industry, local celebrities & politicians,
* Needs to see hard data.
* Online journals and periodicals.
 |
| Jeff went to college for Accounting and “partied hard.” After college he went into pharmaceutical sales and ended up getting hired as a sales manager and this current firm. He is responsible for the success of his company and wants to be part of something greater. |
| “I can tell if I like someone by the drink they order at the bar.”“Work smarter, not harder.”“I know what I like and I’ll pay to get it.”“I want to relax and enjoy a performance.”“I like the Engineers Club.” |
| “Why is this organization relevant?”“Why donate to the BCO instead of the Lyric?”“Will there be parking?”“Will it be worth my time?”“How late will it last?”“Are the singers decent?” |

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