

BUYING CENTER PERSONA TEMPLATE

USER

BUYER

INFLUENCER

DECIDER

WHAT ANNOYS ME:

WHAT I WISH:

NAME:

COMPANY:

ROLE:

REPORT TO:

DECISION POWER:

BUDGET AUTHORITY:

LOCATION:

DO I HAVE ACCESS?

YES

NO

WHO CAN INTRODUCE ME?

IMPACTED BY MY SOLUTION?

DIRECTLY

INDIRECTLY

HOW DOES YOUR SOLUTION AFFECT THE PERSONA?

HOW DOES THE PERSONA PERCEIVE YOUR SOLUTION?

WHAT ARE THE PERSONAS` CONCERNS AND POTENTIAL ROADBLOCKS?

HOW TO PITCH TO THIS PERSONA?