

Buyer Profile Template – FastTrac Program @LeCamp

Before you build your marketing or sales plan (i.e., your go-to-market strategy), you need to understand who will buy your product. That’s why you need a persona or a profile that will make your buyer come alive for you.

These are the questions I use to build profiles when I build a go-to-market strategy for a B2B technology company.

Fill out these questions to the best of your knowledge. Then validate your answers by actually talking to people in your target market segment.

Use your buyer profile to craft your pitch, web content, and messaging. To create strong messaging that will move your buyer, pay attention to the words they use. Those words are powerful. For effective marketing campaigns, content, and messaging, make sure you mirror those words.

Job details

Job title:

Experience (years in job, age/education):

Reports to (what level – VP, Director, etc):

Most important responsibilities, activities, aspirations

- 1.
- 2.
- 3.
- 4.
- 5.

How are they evaluated? How do they rise in their careers?

- 1.
- 2.
- 3.
- 4.
- 5.

Any metrics associated with their performance?

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Top 5 obstacles

- 1.
- 2.
- 3.
- 4.
- 5.

Which of these problems or obstacles could be addressed by your solution?

IMPORTANT: What attitudes or beliefs or assumptions have prevented them from considering your product (or this category or this approach)? *If you ask only question, ask this one.*

What's their buying role? Who else do they need to work with to make the buying decision?

Where do they fish for new information, new inspiration, new goals? How do they problem-solve? Which websites, which peers, which blogs do they consult? Which journals? What search terms?