

The Value of Personas for Sales and Marketing

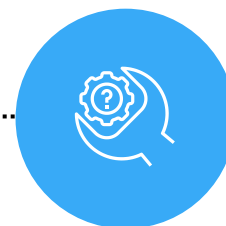
Understanding the buyer



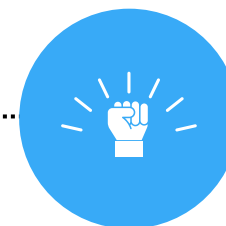
Who is the target audience?



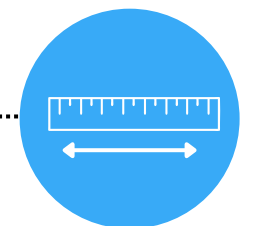
What are their goals?



What are their pain points? Gain points?



What motivates them?

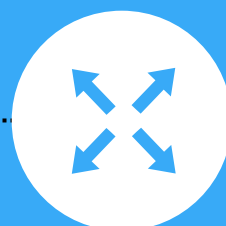


Who and what do they engage with?

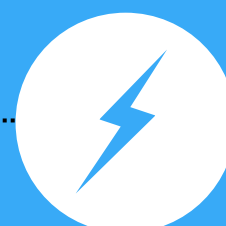
To win more business faster



Define Personas.



Understand what motivates them.



Align to your product's business value and benefits.



Get their attention and engage them with offers.



Reach them where they are. Influence the Influencers.

Persona Template



Title

Role

Size of Company

Industry

Key Responsibilities

What Motivates Them

How They Are Measured

Responsibilities

- ✓
- ✓
- ✓
- ✓
- ✓
- ✗

Goals / Objectives

-
-
-

Frustrations/Challenges

-
-

Personality

-
-

Software, Tools, and Devices Used

-
-
-

Buying Information Resources

-
-
-

Key Influencers

-
-

Role in Purchase Decision

-
-