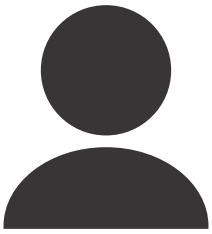


Name:

Job Title:

Photo



# B2B Buyer Persona

## Job Role

How is job success measured?

Who does he/she report to?

Who reports to him/her?

Job responsibilities?

Skills needed?

## Company Info

Industry:

Size of Organization:

## Goals and Challenges

What are his/her goals?

What are his/her biggest challenges?

## Shopping and News Preferences

How does he/she get information for the job?

What publications or blogs does he/she read?

What social networks does he/she have?

How does he/she interact with vendors?

## Demographics

Age:

Location:

Family:

Income:

Education:

Personality Traits:



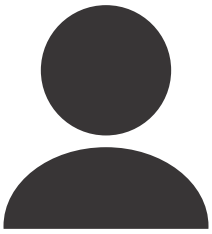
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**Name:**

**Job Title:**

Photo



**Demographics**

Age:

Location:

Family:

Income:

Education:

Personality Traits:

**B2C Buyer Persona**

**Wants/Needs**

What is he/she looking for?

How does your product fulfill his/her needs?

What motivates him/her?

**Challenges/Pain Points**

What are his/her challenges?

Any frustrations when making a purchase?

**Shopping and News Preferences**

How does he/she get information for the job?

What publications or blogs does he/she read?

What social networks does he/she have?

How does he/she interact with vendors?

**Describe a day in the life of your buyer persona:**



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