

B2B Buyer Persona Templates



Why are Buyer Personas Important?

With each tweet, ding, and schloop, we're bombarded with an endless amount of information at our fingertips each second. Moreso, it's tailored, relevant information, which has led to a decrease in our attention spans and patience for non-relevant content. This also means it is becoming increasingly important for businesses to deliver the right message at the right time. The good news is that digital technology also gives sales, marketing, support and content teams better insight into customers and behavior, allowing them to deliver highly relevant messages on demand.

Who are these customers though? And what matters to them? Answering these questions, or creating a "buyer persona," helps you understand how to talk to them, what to say, and when to say it. As you begin to understand your audience and familiarize yourself with their personas, you're able to craft positioning that will not only keep their attention, but also resonate with them. Doing so drives advocacy, leads and opportunities--which ultimately increases ROI. To successfully create a Buyer Persona, conduct customer interviews and internal brainstorming sessions. During these interviews and sessions, consider aspects related to your target prospects' business (industry, size, firmographics,) department (goals, pain points, preferred information sources,) or specific leadership (job title, level of influence, supervisor.) You'll want to include any other characteristic that distinguishes your target audience from the general population.



According to the Harvard Business Review, customer understanding is 1.3x more important than other priorities for marketers.



Creating Buyer Personas for Different Customer Groups

Most companies will create three to five buyer personas templates for current customers and prospective customers. Companies with multiple brands may create personas for each of their products. Each persona should be an approximation of at least five separate interviews. A buyer persona enables the sales and marketing team to focus their efforts and messaging on these specific personas as a source of data. By developing insight into buyer personas and sharing them across the sales and marketing teams, your company should have a clear understanding of what is most likely to resonate with prospects. Get started creating your B2B Buyer Persona using the template below, whether you're defining the business, department or role.

Target Business Persona



About/Nomenclature

This can be a quick paragraph that summarizes the information found below. It's important to utilize a precise naming convention that identifies the specific buyer persona and can be used between departments when discussing.

Firmographics

Where is the company located?

Does the company operate nationally or globally?

What is the company size?

What is the annual revenue range of the company?

What is the industry vertical?

What is the company layout? Is it a subsidiary? Is it a startup?

Goals

What are the long-term goals of the company?

What metrics are most important to the C-Level leadership?

What are the biggest barriers to success?

Objections & Perception of Value

Objection #1 Overcoming Objection #1

Objection #2 Overcoming Objection #2

Objection #3 Overcoming Objection

Target Department



About/Nomenclature

This can be a quick paragraph that summarizes the information found below. It's important to utilize a precise naming convention that identifies the specific buyer persona and can be used between departments when discussing.

Firmographics

What is the title of the department?
What is the size of the targeted team?
What is the department's responsibilities?

Goals

What are the long-term goals?
What metrics are most important to the department?
What are the biggest barriers to success?

Information Sources

Information Sources:

What level of technology expertise does the department have?
How much does the department rely on technology in the workplace? Which tools?

Pain Points

Pain Points:

Relying on multiple tools for a specific task.
Lack of quality/not enough man power
Too much to do, not enough time.

Objections & Perception of Value

Objection #1 Overcoming Objection #1
Objection #2 Overcoming Objection #2
Objection #3 Overcoming Objection #3

Target Role Persona



About/Nomenclature

This can be a quick paragraph that summarizes the information found below. It's important to utilize a precise naming convention that identifies the specific buyer persona and can be used between departments when discussing.

Demographics

Demographics:

- What is his/her job title?
- What department does he/she work in?
- What are his/her responsibilities?
- What is his/her level of influence in the company?
- Who does he/she report to?

Information Sources

Information Sources:

- What level of technology expertise does he or she have?
- How much does he or she rely on technology in the workplace? Which tools?
- How does he or she consume information? Social, Search, WOM?

Goals

Goals:

- What are his or her long term goals?
- What metrics are most important to him or her?
- What are his or her biggest barriers to success?

Pain Points

Pain Points:

- Relying on multiple tools for a specific task.
- Lack of quality/not enough man power
- Too much to do, not enough time.

Objections & Perception of Value

- Objection #1 Overcoming Objection #1
- Objection #2 Overcoming Objection #2
- Objection #3 Overcoming Objection #3



The New Standard in Marketing Automation

Salesfusion is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automations and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion, and driving more revenue. Whether you're a do-er, dreamer, thinker, or techie, Salesfusion is the new standard in marketing automation.

Salesfusion serves the demands that mid-sized marketing teams have by focusing on areas that make teams more efficient to get campaigns out the door. Easy-to-use email, landing page and form builders make adoption quick for new or first-time marketing automation users. Built on CRM architecture, Salesfusion supports unlimited custom fields empowering advanced segmentations, lead scoring and personalization to make sure the right message is delivered to the right person at the right time. Real-time syncing with seven leading CRM platforms and native integrations make Sales and Marketing alignment a reality. Know what's working and what's not with Advanced Analytics, a powerful BI reporting module included with every package, so all users can leverage actionable data to streamline their marketing process and drive revenue.

Once you're a customer, Salesfusion supports you every step of the way to ensure success. We pioneered different deployment models to reduce complexity and the expense of working with multiple vendors. Our in-house experts, located in Atlanta, Georgia, accelerate successful onboarding and adoption of marketing automation, both the technology and the business practice. You can be confident every day that our friendly and knowledgeable support team is standing by and available by phone, email or chat, all at no additional cost to you.

Experience what a truly new standard of marketing automation means with Salesfusion.

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