

5 Rings of Buying Insight™

INSIGHTS FOR BUYER PERSONA _____

IN MARKET SEGMENT (If applicable) _____

ABOUT DECISION TO BUY (Solution category) _____

Important Notice: To obtain useful information for this template, you will need to gather deep insights through interviews with your buyers or their proxy. But you should not use this template as a script or survey. Learn how to conduct the interviews that reveal these insights at www.buyerpersona.com/masterclass.

INSIGHT 1. PRIORITY INITIATIVE

What changes trigger this buyer persona's search for this type of solution? What about this buyer persona's business environment causes this problem to be funded for resolution?

INSIGHT 2. SUCCESS FACTORS

What results or outcomes does this buyer persona expect from the successful completion of the Priority Initiative? Be specific and include tangible/logical outcomes as well as aspirational/emotional goals.

INSIGHT 3. PERCEIVED BARRIERS

Why would this buyer persona be unlikely to purchase this solution? Barriers could relate to prior attempts to solve the problem, negative (and even inaccurate) perceptions about the suitability of your product or company, or the barriers could relate to internal factors (sales won't let us change our CRM solution).

INSIGHT 4. DECISION CRITERIA

Identify the top 3-to-5 factors that this buyer persona uses to compare alternative or competing options and make a decision. If this buyer persona is involved throughout the Buying Process, these criteria may change at different stages of the Buying Process.

INSIGHT 5. BUYER'S JOURNEY

5a. BUYING INFLUENCERS

What role does this buyer persona play at each stage of the buying process? Who else in the organization will be involved at different stages, and what is their ability to impact the decision?

5b. RESOURCES BUYERS TRUST

Identify the two or three most influential resources this buyer persona relies upon at each stage in the buying process. For each answer, be as specific as possible about the name of the resource (which conferences, blogs, websites, etc.) the buyer persona trusts as they evaluate options.

Phase 1: Awareness of new ideas and information.

Phase 2: Research alternative solutions/approaches.

Phase 3: Consideration/assessment of suitability.

Phase 4: Internal approval of investment.