

## Buyer Persona Profile

NAME ASSIGNED TO THIS PERSONA _____	INDUSTRY/SEGMENT (IF APPLICABLE) _____
JOB TITLE(S) _____	REPORTS TO (FUNCTIONAL TITLE) _____
AGE _____	YEARS IN THIS ROLE (TOTAL CAREER) _____
EDUCATION _____	YEARS IN THIS ROLE (AVG IN ONE COMPANY) _____

**Important Notice:** This template describes the buyer, not the buying decision. A buyer persona includes the 5 Rings of Buying Insight™ template, available for download at [www.buyerpersona.com/buyer-persona-templates](http://www.buyerpersona.com/buyer-persona-templates).

### SECTION 1. JOB DESCRIPTION

Briefly describe the key qualifications and responsibilities associated with this buyer's job.

### SECTION 2. TOP FIVE PRIORITIES

Be specific about up to five problems/obstacles that this buyer perceives as most critical to resolve at this point in time. Ensure that this buyer is currently willing to invest time, budget or political capital to address these problems. Do not include priorities that are not within this persona's control or influence. Do not limit the responses to priorities that you can address.

### SECTION 3. TARGETED PRIORITIES

For problems you will target in your marketing, provide as much detail as possible about the steps this buyer has already taken to resolve the problem, why it persists and why it is on the buyer's top five list.