

Buyer Persona Profile

NAME ASSIGNED
TO THIS PERSONA _____

INDUSTRY/SEGMENT
(IF APPLICABLE) _____

JOB TITLE(S) _____

REPORTS TO
(FUNCTIONAL TITLE) _____

EDUCATION _____

Important Notice: This template describes the buyer, not the buying decision. A buyer persona must include the 5 Rings of Buying Insight™ template, available for download at 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. PERFORMANCE METRICS

Without respect to the solution you are marketing to this buyer, describe the way this buyer's job performance is measured.

SECTION 3. TRUSTED RESOURCES

List the places this buyer visits and the assets they trust for new information and insights.