

In knowing your ideal customer, marketing teams will understand their needs so they can create content to address these needs, and reach prospects through the channels they use. Sales teams can better qualify sales leads by focusing only on those that are likely to close.

Develop three personas for your business, then choose one who you think will be the most profitable to target first. You'll also want to determine the ideal size of company you want to do business with.

BUYER'S PERSONAL BACKGROUND:

Age:	Gender:
Marital status:	Number of children:
Household income:	Education level:
Location (urban, suburban, rural):	
Hobbies:	

BUYER'S ROLE JOB OR FUNCTION:

What is your job role or function?

What skills are required in your role?

What knowledge and tools do you use in your role?

What does a typical day look like?

Who do you report to/who reports to you?

BUYER'S COMPANY:

What industry does your company operate in?

Size of company:

Number of employees:

Annual revenue:

BUYER'S GOALS:

What is your primary goal at work?

What does success in your role look like?

BUYER'S CHALLENGES:

What are your biggest challenges at work?

BUYER'S METHOD OF GATHERING INFORMATION:

What associations and networking circles do you participate in?

What publications or blogs do you read?

How do you go about researching new products or suppliers?

BUYER'S VALUES/FEARS:

What are your primary values?

What objections/concerns do you typically have when bringing on a third party vendor?