B2B buyer persona template

For help on how to fill this template in, check out our B2B buyer persona [example.](https://docs.google.com/document/d/1L_WoBCImUiPWL_Se9tIQ1lHTnRb2ZbtXwGvbJbps3PU/edit?usp=sharing)

Remember: the characteristics are interchangeable. Depending on what’s most relevant for your business, you may want to remove or add additional fields. We’d recommend a maximum of 10 fields per persona and this template is designed to provide inspiration for what those fields might be/look like.

| **JANE DOE** | |
| --- | --- |
| **Bio** |  |
| **Role in the buying process** |  |
| **Background** | **Job:**  **Reports to:**  **No. of employees:** |
| **Demographics** | **Age:**  **Gender:**  **Location:** |
| **Company info** | **Industry:**  **Size:**  **Revenue:** |
| **Personality** |  |
| **Responsibilities** | * X * X * X * X |
| **Goals** | * X * X * X |
| **Challenges** | * X * X * X |
| **Motivators** | * X * X * X * X * X |
| **Validators** | * X * X * X |
| **Why won’t they buy?** |  |
| **What closes the deal?** |  |
| **Communication preferences** |  |
| **Most value features** |  |
| **Least valued features** |  |
| **Price point** | **Willing to pay:** $  **Customer acquisition cost:** $  **Lifetime value:** $ |