

Template B2B Buyer Persona

Having clearly defined B2B buyer personas is a way to ensure our efforts are focused on finding the right type of customer.

The concept is essential to building an effective marketing strategy and ensuring sales teams are satisfied with opportunities.

This template will help you to define your target B2B buyer persona.

Buyer Persona

Date:

Created by:



Name

Demographics

1

Understand
Your Buyer's
Industry

2

Understand
Your Buyer's
Firm Size

3

Understand
Your Buyer's
Geography

4

Understand
Your Buyer's
Role

5

What Are
Buyer's Goals
Responsibilities

Industry

Firm Size

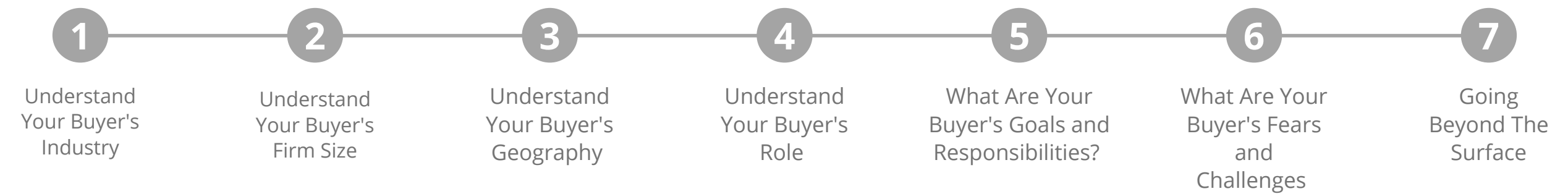
Buyer's role

Buyer's goals &
responsibilities

Buyer's fears &
challenges

Buyer Persona

Date:
Created by:



Name

Demographics

Industry

Firm Size

Geography

Buyer's role

Buyer's goals & responsibilities

Buyer's fears & challenges

Other aspects

Example

Buyer Persona

Date: May 10th 2022

Created by: Valuecase



Name

Sam

Demographics

Gender: Male

Age: 32

Education: Master's Degree

Job Title: Engineering Manager

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What Are Your
Buyer's Goals and
Responsibilities?

6

What Are Your
Buyer's Fears
and
Challenges

7

Going
Beyond The
Surface

Industry

Computer Software

Firm Size

**Series A Startup
(50-100 people)**

Geography

European Countries

Buyer's role

Sam manages a team of software developers and is responsible for the product development.

Buyer's goals & responsibilities

Sam is responsible for the development of his company's software product. His performance is tied to product functionality and roadmap achievement.

Buyer's fears & challenges

Sam is concerned about meeting his company's deadlines. Beyond that he is also concerned about his products performance and uptime.

Other aspects

Sam is passionate about innovation and has an interest in cryptocurrency and artificial intelligence.

Example

Buyer Persona

Date: May 10th 2022

Created by: Valuecase



Name

Mia

Demographics

Gender: Female

Age: 28

Education: Master's Degree

Job Title: HR Director

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Going
Beyond The
Surface

Industry

**Logistics and
Supply Chain**

Firm Size

**Mid-Market Logistics Company
(100-500 people)**

Geography

**United States and
Canada**

Buyer's role

**Mia manages a team of 2-5
Human Resources Managers
across the US and Canada.**

Buyer's goals & responsibilities

**Mia is responsible for the
staffing at her company's
distribution centres across
North America. Her
performance is tied to ensuring
each location is adequately
staffed.**

Buyer's fears & challenges

**Mia is concerned about the
current driver and labor
shortages that are impacting
her industry. The lack of
available candidates has her
team frustrated.**

Other aspects

**Mia is focused on her family and is
concerned about her work
competing with her ability to spend
time with them.**