**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/1VqQJJ0e2RTes71HO4LtBsiD3cgjHhBjLZOcd3UnWAps).

***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:** $ |