

B2B buyer persona example

Buyers could be anyone. In some businesses, it's the CEO others, Marketing Directors and others again, Chief Financial Offers. It's on you to first find who that person is and then you can build out your buyer persona.

Head here for a [blank template](#) to start working on.

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

Responsible for keeping the company's spending down, Jane's all about balancing price and value. Her head's always in the numbers and she has a lot of pressure from above to keep the business' budgets in order.

Role in the buying process

Jane has the final say on all large, recurring purchases. She does not do the initial research, but she must approve the expense before a transaction's made.

Background

Job: Chief Finance Officer (CFO)

Reports to: CEO

No. of employees: 6

Demographics

Age: 45-55-years-old

Gender: female

Location: Asia and Australasia

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| Company info | Industry: E-learning Size: 500-1,000 employees Revenue: \$35-50M |
| Personality | Jane relates to numbers and loves a challenge. She takes pride in saving the business money and is not one to miss a detail. Although generally optimistic, she can be somewhat introverted when she's not in her comfort zone. |
| Responsibilities | <ul style="list-style-type: none">• Getting every cent out of every dollar• Ensuring departments stay within their budgets and spend wisely• Reporting on the business' financial status to the board• Approving or rejecting expense claims |
| Goals | <ul style="list-style-type: none">• Keep the company's spending as low as possible while ensuring everyone has what they need to deliver results• Make more informed decisions on the potential return of expenses• Spend less time researching and fact-checking expense forms |
| Challenges | <ul style="list-style-type: none">• Everybody always wants more budget than they've got• A lot of the time, it can be hard to quantify the monetary return of purchases• The business is always pressing her to further reduce departmental spending |

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| Motivators | <ul style="list-style-type: none">• Price• Value for money• Data• Recognition• Influence |
| Validators | <ul style="list-style-type: none">• Backing from the CEO• Colleague case studies• Gartner or Forrester recommendations |
| Why won't they buy? | Because she's not convinced of the ROI. If a claim doesn't meet the company's expense requirements, nine times out of 10, it'll get turned down. |
| What closes the deal? | Value for money every time. If we can prove our product will save or make the company more than it costs, we have our foot in the door. |
| Communication preferences | <p>Jane isn't involved in the research phase. Individuals or departments approach her once they have made a decision and she then ensures feasibility.</p> <p>Often, colleagues don't come to her with all the detail needed, she prefers a simple one-pager packed with all the pricing, data and recommendations she needs in one place. We should provide users with this information to forward on to Jane.</p> |

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| Most value features | <ul style="list-style-type: none">• Real-time dashboard• Unlimited users |
| Least valued features | <ul style="list-style-type: none">• Chrome extension• LinkedIn integration |
| Price point | Willing to pay: \$69/month Customer acquisition cost: \$45 Lifetime value: \$556 |