

B2B buyer persona template

For help on how to fill this template in, check out our B2B buyer persona [example](#).

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	<ul style="list-style-type: none">• X• X

Goals	<ul style="list-style-type: none">• X• X
	<ul style="list-style-type: none">• X• X• X
Challenges	<ul style="list-style-type: none">• X• X• X
	<ul style="list-style-type: none">• X• X• X• X• X
Motivators	<ul style="list-style-type: none">• X• X• X• X• X
	<ul style="list-style-type: none">• X• X• X
Validators	<ul style="list-style-type: none">• 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: \$