


Ideal Customer and Buyer Persona Worksheets

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Ideal Customer Profile Template

Use this worksheet to define the characteristics of your best-fit customers at a company level.

Industries / verticals

Do your best customers come from any specific industries or verticals?

Annual revenue

How big do your best customers tend to be?

Number of employees

How many people do your best customers employ?

How much they spend with you?

Think both in terms of an individual sale and lifetime value of these ideal customers.

Geography

Are you confined to serving customers within a specific geographic region? If not, do they TEND to be located in any specific region (whether that means near you, domestically, internationally, etc)?

Technology they use

Are there certain technologies your ideal customers use that make them better fits for you than other companies?

Access to decision maker(s)

How difficult is it to gain access to the decision maker(s) at these ideal companies? How is that access ultimately attained or granted?

Intangibles

Are there any intangible characteristics of your ideal customers worth noting? For example – their company values or how you feel when you're working with them.

Real-life examples

List a few real-life examples of either existing customers or dream customers that closely fit this profile.



Buyer Personal Profile Template

Use this worksheet to define the characteristics of individual people inside the walls of your ideal customer's company who will influence the buying process (and whose attention and trust you'll therefore need to earn). **Fill out 3-5 of these templates** – one to represent each of your most important buyer personas.

Common job titles

What are the most common job titles you see for this particular type of person?

Role played in the buying process

Is this person a decision maker? If not, how does he/she influence the buying process? At what point in your sale does he/she enter the picture?

Level of authority and decision making power in the buying process

How will this person ultimately influence the decision to buy (or not buy) from your company?

Common pain points / problems / challenges he/she needs to address

This is key. What are the problems or challenges this particular person experiences in his/her daily job that you can help solve? Why would he or she care about your company in the first place? Your company's sales professionals probably hear these things every day and are often the best people to fill out this section.

Type of buying experience he/she seeks

How engaged will this person likely be in the buying process? Will his/her questions warrant consultative meetings, phone calls and emails? Or does he/she seek just the facts like data sheets and pricing information?

What he/she values about you

What are the characteristics this person seeks in a solution provider like your company?

Level of education needed

Is this person well-versed in the types of solutions you provide? Does he/she come to the table with sufficient knowledge? Or will you need to help him/her understand the ins and outs of your solutions?

Where he/she typically seeks information during the buying process

How and where does this person most commonly gather information during the buying process? From peers and coworkers? Through industry directories and resources? By going to Google?

How he/she usually discovers you

Is this particular persona the one that most commonly discovers a solution provider like you? Or is that a different buyer persona within his/her company? If this IS the person, how does he/she usually learn about you? From peers and coworkers? Through industry directories and resources? By going to Google?

Potential objections to hiring you

In situations where your this persona seems to be the naysayer, what are his/her objections or hesitations to buying from your company ?

Keywords and phrases he/she might search for in Google

Put yourself in the shoes of this individual. What would he/she search for in Google when trying to find a solution or solution provider like you? Think about the actual words related to his/her problems, the types of products or services he/she needs and the questions he/she often has about features, pricing, etc. Make a list of 10-25 of the most important keywords and phrases you'd expect this person might search for in Google.

About Gorilla 76

Gorilla 76 is an industrial marketing agency founded in 2006 and based in St. Louis, MO. Gorilla helps manufacturers and industrial service providers build online marketing and sales programs that attract the right leads and drive more sales.

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Gorilla 76, LLC

www.gorilla76.com

408 N Euclid Ave, 3rd Floor

Saint Louis, MO 63108