

Buyers Personas Template

Intergage Marketing Systems

MarketingSystems.uk



Name of Persona

Sample Sally

Background

Job? Career Path? Family?

- *Head of Human Resources*
- *Been with the same company 10+ years*
- *Marries, 2 Children*

Demographic

*Male/Female? Age?
Income? Location?*

- *Female*
- *30-45 Years old*
- *£95k Salary*
- *Suburban*

Identifiers

*Demeanor? Communication
preferences?*

- *Calm demeanor*
- *Probably has an assistant screening calls*
- *Asks to receive collateral mail/printed.*



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Goals

Primary and secondary goals?

- *Keep employees happy and turnover low*
- *Support legal and finance teams*

Challenges

Primary and secondary challenges?

- *Getting everything done with a small staff*
- *Rolling out changes to the entire company*

What Can We Do

... to help our persona achieve their goals and overcome challenges

- *Make it easy to manage all employee data in one place*
- *Integrate with legal and finance teams systems.*



Name of Persona

Sample Sally

Real Quotes

*About goals/challenges,
etc*

- *"It's been difficult getting company-wide adoption of new technologies in the past"*
- *"I don't have time to train new employees on a million different databases and platforms."*
- *I've had to deal with so many painful integrations with other departments' databases and software.*

Common Objections

*Why wouldn't they buy
your product or service?*

- *"I'm worried I'll lose data transitioning to a new system."*
- *"I don't want to have to train the entire company on how to use a new system."*



Name of Persona

Sample Sally

Marketing Messaging

How should you describe your solution to your persona?

- *Integrated HR Database Management.*

Elevator Pitch

Sell your personas on your solution/s!

- *We give you an intuitive database that integrates with your existing software and platforms and lifetime training to help new employees get up to speed quickly.*

