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B2B buyer persona example

Buyers could be anyone. In some businesses, it's the CEO; in others, it's Marketing Directors; and in others, Chief Financial Officers. 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

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	• 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	• 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	• 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

Motivators	• Price • Value for money • Data • Recognition • Influence
Validators	• 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	Jane isn't involved in the research phase. Individuals or departments approach her once they have made a decision and she then ensures feasibility. 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.

Most value features	• Real-time dashboard • Unlimited users
Least valued features	• Chrome extension • LinkedIn integration
Price point	**Willing to pay:** $69/month **Customer acquisition cost:** $45 **Lifetime value:** $556