

B2B persona questions

B2B persona questions

Remember. *persona interviews are most effective when done over the phone or in-person and this will give you a chance to probe and explore areas outside of your predetermined set of questions.*

Category	Sample questions
Personal	<ul style="list-style-type: none">• How old are you?• To which gender do you identify?• Where do you live?• Where do you work?• What are your goals in life?• What's your income?• What level of education do you have?• What's your professional five-year plan?• What's your dream job?• Are you environmentally conscious?• Would you say you're adept at using the internet?• Which internet browser do you use?• How would you describe your relationship with technology? Affluent? Mediocre? Does it go over your head? Other?• How much technology do you use in your day-to-day working life?• What are your typical working hours?

	<ul style="list-style-type: none"> • What is your style of work? E.g. listening to music, predominantly working from home, etc.
Company	<ul style="list-style-type: none"> • What industry does your company operate in? • How many employees does your company have in total? • What's your company's annual revenue? • How long has the company been around? • Who are your main competitors? • Would you say it's a product-led or sales-led company?
Job role	<ul style="list-style-type: none"> • What's your current job title? • How did you end up where you are today? • How long have you held your current position? • Have you always worked in this field? • Do you enjoy your job? If yes, what do you enjoy? If not, what don't you enjoy? • Do you see yourself in this field in the long term? • What does a day in your life look like? If you don't have a typical day, what does a typical week look like? • Which department does your role report to? • How big is your immediate team? • Who do you report to? • Thinking about the team you are a member of, are you all co-located, remote, or distributed geographically? • What are the main skills and knowledge needed for your job? • Which departments/roles do you interact with or depend on most

	<p>day-to-day?</p> <ul style="list-style-type: none"> • Do you manage anyone else? If so, how many people and what are their titles? • What are your main responsibilities? • What are your objectives? • What factors enable you to achieve the objectives easily? • What factors are bottlenecks/roadblocks? • What metrics are you measured on? • Which tools do you currently use in your job? • How do your team's budgets work? • How far do you try to plan in advance?
<p>Pain-points</p>	<ul style="list-style-type: none"> • What's the hardest part of your job? • What do you think absorbs the most of your time? • If you could change one thing about your current [insert something personal to their job/your product, i.e. 'your email automation platform'] what would it be? • Which people or departments lean on you most? • What are your top three to five internal barriers? • What are your top three to five external barriers? • Who do you lean on for support? • Thinking about [X - where X is a specific technology or product], can you talk me through your [Y - where Y is a buying or onboarding experience]? • What were your main concerns with buying [insert product]?

Product-specific	<ul style="list-style-type: none"> • Which areas of [insert relevant theme] do you struggle with most? • What problems does X solve? • How were you coping with problem X before you bought our product? • When did you first identify there was a problem? • At what point did your team decide to start looking for a solution? • How has the process changed since you started using [insert product name]? • What do you use our product for? • How often do you use our product? • Does product X fix the problem it was purchased to fix? • What impact has using product X had on other aspects of the process? • Are you the sole user of our product? If not, who else uses it?
Personality	<ul style="list-style-type: none"> • How do you cope under pressure? • Do you enjoy multi-tasking? • Would you describe yourself as an optimist or pessimist? Or realist? • Which of the following would you describe yourself as: <ul style="list-style-type: none"> ○ Not at all reliant on external support ○ Mostly confident in your skills ○ Somewhat reliant on external support ○ Very reliant on external support • Out of 10, what would you rate yourself for the following: <ul style="list-style-type: none"> ○ Creative ○ Analytical

	<ul style="list-style-type: none"> ○ Introvert ○ Extrovert ○ Worrier ○ Organised, etc, etc. <ul style="list-style-type: none"> ● How passionate are you about progressing in your career? ● How do you cope with change? ● How would your colleagues describe you? ● How would you describe yourself? ● Would you say you're a follower or a leader? ● Would you say you're proactive in terms of looking for newer, more forward-thinking ways of doing things? Or do you usually wait for them to come to you?
Marketing preferences	<ul style="list-style-type: none"> ● What's your preferred method of marketing communication, i.e. email, phone, in-person, or social media? ● Which social media channels are you active on? ● What are your go-to resources for staying up-to-date with industry trends? ● When are you most active on social media? ● Do you manage your own work email account? ● Do you respond to inbound contact from vendors? ● How often do you check your work emails? ● What's your process for discovering new brands at work? ● Do you regularly consume information online? If so, how often?

	<ul style="list-style-type: none"> • Do you have a preference for articles, webinars, videos, podcasts, etc? If so, please can you rank your preferred three from best to worst. • When brands are contacting you, how do you prefer to be spoken to? Formally or informally? To the point or with plenty of detail? • Do you attend any/many industry events? If so, which ones? And what is the main reason you attend the events? • If you don't attend industry events, what's the reason behind not going? • Is there a time of the year, week or day you prefer being approached by companies? If so, when and why?
Buying criteria	<ul style="list-style-type: none"> • When making buying decisions for work, who do you have to get approval from? • How long does the approval process normally take? • When purchasing [enter product type here e.g. marketing automation software], who are the core decision-makers? Please list all that apply. • What are your main criteria when making purchases? • How much did price factor into your decision-making process? • Do you rely on third-party validation when reviewing vendors? If so, what type? I.e. online or peer reviews, awards, etc. • What are the main things that would deter you from making a purchase? • Who else is involved in the buying process? • When making purchases, which payment method do you prefer?

- | | |
|--|---|
| | <ul style="list-style-type: none">• Who were the stakeholders involved in the vendor evaluation process? And who were the influencers?• How did you identify the vendors you wanted to evaluate?• On what parameters did you evaluate the vendors? What were the must-haves and good-to-haves on your checklist?• Which other vendors did you consider for evaluation?• Why did you choose us?• What did you like about the other vendors you considered for evaluation?• How will you measure the success of your [insert product name] investment? |
|--|---|