

# BUYER JOURNEY DECISION FRAMEWORK

## Instructions:

First, make a copy of this document so that you can fill it out and make edits.

Then, copy and paste the template below for each of your target audience segments. A target audience segment consists of a specific persona at a particular ICP.

If you'd like to learn more about how to develop these Buyer Journey Frameworks, [here are several resources](#) that provide additional explanations on this topic.

| PERSONA: {Insert Persona A Name}  |                  | AT ICP: {Insert ICP A Name}   |                          |
|---|------------------|---|--------------------------|
| <ul style="list-style-type: none"><li>• Common Job Titles: {insert}</li><li>• Role Objectives: {insert}</li><li>• Biggest Pain Points: {insert}</li><li>• Persona Characteristic #4: {insert}</li></ul> <p>{insert hyperlink to detailed Persona documentation}</p> |                  | <ul style="list-style-type: none"><li>• {ICP characteristic #1}</li><li>• {ICP characteristic #2}</li><li>• {ICP characteristic #3}</li></ul> <p>{insert hyperlink to detailed ICP documentation}</p> |                          |
| BUYER JOURNEY STAGE   | VALUE STATEMENTS |   | COMMONLY ASKED QUESTIONS |
| <b>Loosening the Status Quo</b><br><br><i>(Objective: Inform – connect persona to the business issue)</i>   |                  |   |                          |

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|--|--|--|
| <b>Committing to Change</b><br><br><i>(Objective: Trigger – pinpoint the idea or concept that will persuade persona taking an action)</i>  |  |  |
| <b>Exploring Possible Solutions</b><br><br><i>(Objective: Benefit – explain how solution can meet the persona's need or solve problem)</i> |  |  |
| <b>Committing to a Solution</b><br><br><i>(Objective: Differentiate – illustrate how our solution is unique from other alternatives)</i>   |  |  |
| <b>Justifying the Decision</b><br><br><i>(Objective: Business Case – offer investment rationale based on persona's decision criteria)</i>  |  |  |
| <b>Making the Selection</b><br><br><i>(Objective: Confirm – Reinforce the vendor choice via peer testimonials or success examples)</i>     |  |  |

| PERSONA: {Insert Persona B Name}   |                  | AT ICP: {Insert ICP B Name}   |                          |
|--|------------------|---|--------------------------|
| <ul style="list-style-type: none"> <li>Common Job Titles: {insert}</li> <li>Role Objectives: {insert}</li> <li>Biggest Pain Points: {insert}</li> <li>Persona Characteristic #4: {insert}</li> </ul><br>{insert hyperlink to detailed Persona documentation) |                  | <ul style="list-style-type: none"> <li>{ICP characteristic #1}</li> <li>{ICP characteristic #2}</li> <li>{ICP characteristic #3}</li> </ul><br>{insert hyperlink to detailed ICP documentation) |                          |
| BUYER JOURNEY STAGE  | VALUE STATEMENTS |   | COMMONLY ASKED QUESTIONS |
| <b>Loosening the Status Quo</b><br><br><i>(Objective: Inform – connect persona to the business issue)</i>  |                  |   |                          |
| <b>Committing to Change</b><br><br><i>(Objective: Trigger – pinpoint the idea or concept that will persuade persona taking an action)</i>  |                  |   |                          |
| <b>Exploring Possible Solutions</b><br><br><i>(Objective: Benefit – explain how solution can meet the persona's need or solve problem)</i>   |                  |   |                          |
| <b>Committing to a Solution</b>  |                  |   |                          |

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| <i>(Objective: Differentiate – illustrate how our solution is unique from other alternatives)</i>   |  |  |
| <b>Justifying the Decision</b><br><br><i>(Objective: Business Case – offer investment rationale based on persona's decision criteria)</i> |  |  |
| <b>Making the Selection</b><br><br><i>(Objective: Confirm – Reinforce the vendor choice via peer testimonials or success examples)</i>    |  |  |

| PERSONA: {Insert Persona C Name}   |                  | AT ICP: {Insert ICP C Name}   |                          |
|--|------------------|---|--------------------------|
| <ul style="list-style-type: none"> <li>Common Job Titles: {insert}</li> <li>Role Objectives: {insert}</li> <li>Biggest Pain Points: {insert}</li> <li>Persona Characteristic #4: {insert}</li> </ul><br>{insert hyperlink to detailed Persona documentation} |                  | <ul style="list-style-type: none"> <li>{ICP characteristic #1}</li> <li>{ICP characteristic #2}</li> <li>{ICP characteristic #3}</li> </ul><br>{insert hyperlink to detailed ICP documentation} |                          |
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|                  |  |  |
|------------------|--|--|
| <i>examples)</i> |  |  |
|------------------|--|--|