

1. Firmographic data

Who is your target organisation / company?

- Amount of employees (e.g. 200-500 employees)
- revenue (e.g. 5-20 million p/year)
- and other relevant criteria (# of branches, # of product lines, # of hires p/y, etc.)

What type of company is it?

- Location,
- industry,
- and other relevant criteria (marketing/tech stack they are using, team structure, maturity of company, amount of funding raised)

2. User and buyer persona

Who is the buyer of the product?

- Can we describe them in terms that we can target?
 - Job title, department, team size, education, personal interests
- What are their responsibilities?
 - Do we know their daily activities, responsibilities and targets
- Is the buyer also the user?
 - If this is not the same person, who are the users?
- [bonus] Is there a unique place where this group spends time? (E.g. a discord group, knowledge platform or subreddit)

What are their goals and pain points?

- What are their goals and challenges, related to your product?
 - Which pain points are they experiencing and what are the solutions
- What is the problem that they cannot solve themselves?
 - Did they give any feedback on the product?

3. Current customers/prospects - the buying journey

What does the buying process look like?

- What triggered them to search for a solution?
- Which steps did they go through before making a purchase?
- What are reasons for losing and postponing deals?