

Gestaltung:

BUYER PERSONA WORKSHEET TEMPLATE

| | | |
|--|------------------------------|---------------------------------|
|  PERSONA PHOTO | GOALS AND MOTIVATIONS | CHALLENGES AND OBSTACLES |
| | | |
| QUOTATION | SALES OBJECTIONS | SOURCES OF INFORMATION |
| | | BOOKS |
| NAME | | |
| | | BLOGS |
| AGE | | |
| | | CONFERENCES |
| GENDER | | |
| | | EXPERTS |
| LOCATION | | |
| | | MAGAZINES |
| OCCUPATION | | |
| | | WEBSITES |
| JOB TITLE | | |
| | | |
| HIGHEST LEVEL OF EDUCATION | | |
| | | |
| ANNUAL INCOME | | |
| | | |

Vorlage: Persona-Profil

Foto

Name

Alter

Geschlecht

Wohnort

Beruf

Job-Position

Höchstes Ausbildungslevel

Pain-Points

Gain-Points

Mediennutzung

Kaufverhalten