CUSTOMER PROFILE TEMPLATE:

**GENERAL BUYER PERSONA**



**Behavior:**

(Potential interests and hobbies that may be associated with the persona’s purchasing behaviors)

# Persona name:

**Challenges:**

(Pain points in their personal and professional life that’s

related to your business)

**Objectives:**

(Goals and desires)

**Background:**

(Gender, profession, age, economic status, other demographic attributes)

**Ways you can help:**

(How does your products or services address their pain points?)

**Elevator pitch:**

(How will you describe your products and services in 2-3 sentences?)

CUSTOMER PROFILE TEMPLATE:

**B2B CUSTOMER**



**Behavior:**

(Potential interests and hobbies that may be associated with the persona’s purchasing behaviors)

# Persona name:

**Challenges:**

(Pain points in their personal and professional life that’s

related to your business)

**Goals & motivations:**

(Goals and desires)

**Background:**

(Gender, profession, age, economic status, other demographic attributes)

**Ways you can help:**

(How does your products or services address their pain points?)

**Elevator pitch:**

(How will you describe your products and services in 2-3 sentences?)

CUSTOMER PROFILE TEMPLATE:

**SALES CUSTOMER**



# Persona name:

**Challenges:**

(Pain points in their personal and professional life that’s

related to your business)

**Technology preferences:** (Devices used, social media accounts)

**Goals & motivations:**

(Goals and desires)

**Behavior:**

(Potential interests and hobbies that may be

associated with the persona’s purchasing behaviors)

**Background:**

(Gender, profession, age, economic status, other demographic attributes)

**Ways you can help:**

(How does your products or services address their pain points?)

**Elevator pitch:**

(How will you describe your products and services in 2-3 sentences?)