

Buyer Persona  <p>Who are our buyers?</p> <p>What is their background?</p> <p>What is their experience?</p> <p>What is their balance of professional and personal lives?</p> <p>What are their areas of focus and responsibilities?</p> <p>What are the roles?</p>	Goals  <p>What are our buyer's business goals?</p> <p>What are our buyer's personal goals?</p> <p>What organisational goals affect their buying behaviour?</p>	Initiatives  <p>What are the initiatives of our buyers?</p> <p>What are the strategies of our buyers and industry?</p> <p>Which programs and projects are important?</p>	Why Buy  <p>How do our buyers make choices?</p> <p>What risks affect buying choices?</p> <p>How do our buyers balance consequences and payoffs?</p> <p>How does buyer thinking affect "why" choices?</p> <p>What are the unlocked drivers for decisions?</p> <p>What are the unarticulated "why" reasons for decisions?</p>	The Neuroscience  <p>What is most important when communicating to this buyer:</p> <p>Significance – demonstrate how this makes a difference to the world?</p> <p>LOW HIGH</p> <p>Certainty – I need to know every detail about how this works</p> <p>LOW HIGH</p> <p>Autonomy – allow me to make my own decision and give me the tools I need to do this.</p> <p>LOW HIGH</p> <p>Relationship – allow me to feel connected and understood to continue working with you</p> <p>LOW HIGH</p> <p>Equality – show me fairness and equality in your dealings with me</p> <p>LOW HIGH</p>
Influencers, Stakeholders, Buying Team  <p>Who are key stakeholders?</p> <p>Who are internal and external influencers?</p> <p>Who participates on buyer team?</p> <p>What role does buyer persona have on buying team?</p> <p>Who participates in the approval process?</p>	Buyer Thinking  <p>Which attitudes hurt/help us on the part of buyers?</p> <p>What perceptions & beliefs do our buyers have?</p> <p>How does buyer thinking affect buying behaviour?</p>	Timing  <p>What are the seasonal patterns of our buyers?</p> <p>How does formal budget planning affect timing?</p> <p>What is normal end-to-end buying cycle?</p>	Content and Information  <p>What information and data references do buyers rely on?</p> <p>How do buyers utilise and share content?</p> <p>What types of content affects purchase decisions?</p> <p>What content do buyers seek and when?</p> <p>How do buyers obtain and receive information?</p>	
Research  <p>What was assumption versus customer insight?</p> <p>What questions do we need ask our customers?</p>	Buying Process  <p>What buying process do our buyers follow?</p> <p>What is their buyer's journey?</p> <p>How does procurement govern the buying process?</p>	Channels  <p>Which channels do our buyers use?</p> <p>Where are our buyers socially?</p> <p>What external sources do they frequent?</p>		