

Buyer Persona Sample Questions

Company

1. Tell us about your company – market, history.
2. What are the biggest challenges your company faces internally?
3. What are the biggest challenges your company faces externally?
4. What are the most impactful trends in the industry?
5. What changes do you envision in the industry in the next five years?

Role

1. Describe your role/responsibilities.
2. Who do you report to (functionally)? Who reports to you (functionally)?
3. What does a typical day look like?
4. What are the top three things that are always on your mind?
5. What are your biggest challenges?
6. What are the most important tools that help you be successful?
7. Are you the decision-maker for selecting the tools to address your key challenges? If not, who is? Who else is part of the decision-making process?
8. How did you find and select _____?
 - How did the selection and evaluation process work?
 - How long did it take?
 - What providers were evaluated, and what were the selection criteria?
 - Why did you select _____?
9. Can you define the scope of their work with you?
10. How important is their contribution to your success? (Critical, Impactful, Helpful?)

Educational Process

1. How do you learn about new tools and solutions?
2. What publications or blogs do you read?
3. What associations do you belong to?
4. Do you/how do you use social media professionally?
5. When do you read and keep up with industry news and trends (work hours, after hours/weekends)? What content format do you prefer (written, video, podcast)? How do you access content (desktop or mobile)?
6. How do you find new vendors (google, peers, word of mouth, publications)?
7. How do you prefer to communicate with vendors (email, phone, face to face)?
8. Do you search on the internet for solutions to your biggest information/analysis needs? How would you describe those issues? What words would you put in?
9. If you are not the one who does the research, then who in the organization is scanning the market and bringing suggestions for tools to assist in your work?



Most Important Question

Describe _____ as if you're telling someone (a peer, etc.) about the company and its products.

