

Vende Persona Developer - 9-27-18

1. Provide a high level overview of this unique persona and how they are distinguished from other personas. (Role, unique problem, etc.)

2. Is this persona primarily:

- Male
- Female
- Both

3. What is their typical age range?

4. What social networks do they use?

- Facebook
- LinkedIn
- Instagram
- Twitter
- Pinterest
- Other (please specify)

5. Who do they report to?

6. What is their position/role/title?

7. How is their job measured? (productivity, revenue, leads generated, client satisfaction, etc.)

8. Where do they go for industry related information?

	Always	Sometimes	Rarely	Never
Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ebooks/Guides/White Papers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry Research Papers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checklists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peers/Referral/Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

9. What are their motives or what are they trying to accomplish? (more sales/revenue/equity, more customers, job security, looking good to superiors, etc.)

10. What are the obstacles/challenges that are keeping this person from getting what they want?

11. What are their worries/fears/concerns/frustrations or what keeps them awake at night? (making poor choice, not hitting their numbers, looking bad, losing money, etc.)

12. What makes them mad?

14. What are they looking for (their hot buttons) in a vendor like your company (in order of priority)?

#1

#2

#3

#4

#5

15. What are they really trying to accomplish?

	Absolutely	Somewhat Important	Nice to Have but Not Important	Not important
Saving money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saving time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining status/power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Less anxiety/stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting more (productivity, money, success)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of something bigger than themselves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

16. What are the most common questions (FAQs) they ask you?

#1

#2

#3

#4

#5

17. Before working with your company....

What do they have (problem)?

What are they feeling?

What is an average day like?

What is their status?

18. After working with your company....

What do they have (solution)?

What are they feeling?

What is an average day like?

What is their status?