

How to Quickly Write Personas for Your Top-value Buyers

Use this worksheet to quickly identify and profile your top-value buyer personas.

The best sources of information (in order) are:

1. Clients themselves
2. Salespeople
3. Account/client service managers
4. Job descriptions for some of the questions
5. Generative AI tools like ChatGTP or Bing chat

	Notes	Persona 1	Persona 2	Persona 3
Role or job title	Get these from your CRM or salespeople. Make sure they are the ones who spend the most money with you.			
Goals (identify what they are trying to achieve)	You can look at online job descriptions for these. Also, you can ask ChatGPT: 'What are the main goals of xx role'?			
Pain points (challenges they must overcome)	Ask sales and account managers. Also, try ChatGPT: "What are the main challenges xx role must overcome to achieve xx goal."			
How your product or service helps solve their problems	Ask sales and account managers. Also, ask ChatGPT: "How will xx product help xx role achieve xx goals."			
Barriers to purchasing your service/product	Ask sales to tell you common objections. Also, try ChatGPT: "What are common barriers to purchasing a tool when xx role is looking at xx tools to solve xx problems."			
Channels (Identify the groups, channels, and other locations where you can connect with them)	Look at Sparktoro for this.			