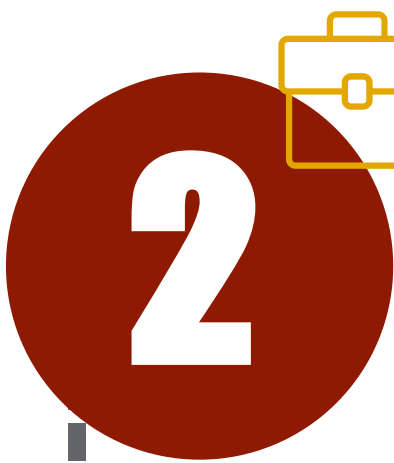


Persona Activation Workshop



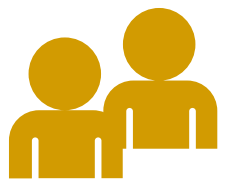
The Persona Activation Workshop puts your buyer persona to work as we guide your team to translate insights about your buyer's goals, concerns and questions into value propositions that differentiate your solution from every other option available to your buyers.



Takeaways
Unique Value Propositions / Align Teams to Understand Buyers and Execute Strategies



Who Should Attend - up to six workshop participants
The most successful teams include a mix of:



Product Experts

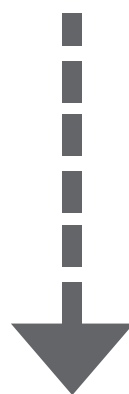


Marketing Managers



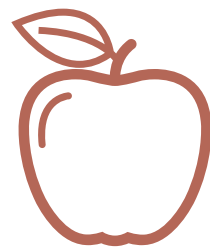
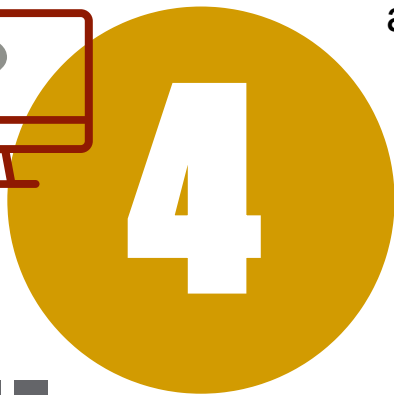
Sales Ops or others with competitive knowledge

● Same attendees for all three sessions



How to Choose

Regardless of formal roles, Select attendees with:



Strong knowledge of product, service or solution



Good grasp of competitive landscape

● Job titles are not important



What to Expect for the Sessions

Schedule 3 Sessions

Capabilities: 3 Hours

Competitive: 3 Hours

Top Value: 2 Hours

Results Presentation

Complete Timeline 2 - 3 Weeks

Review persona in advance, during sessions put the phone away and stay off the email.



Buyer Persona Institute

www.buyerpersona.com