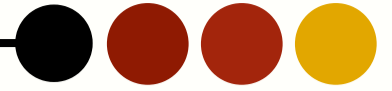


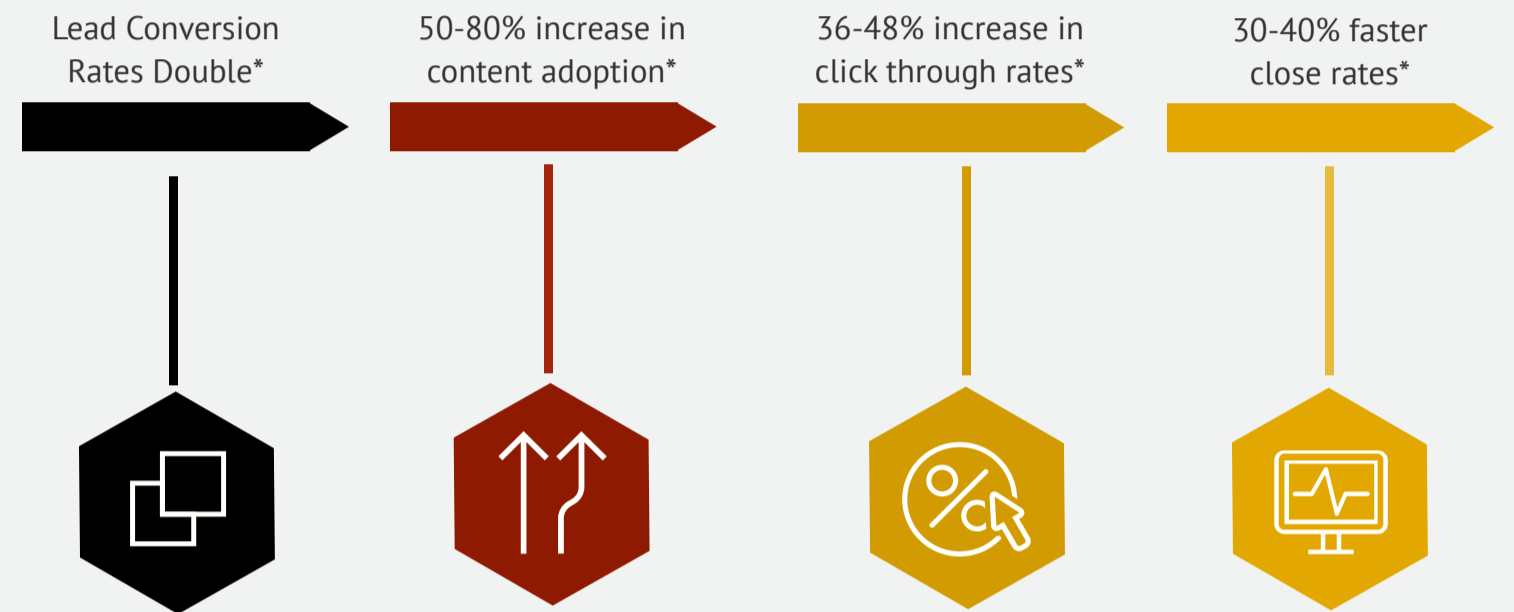
Audience Alignment + Actions



Objective

Your B2B sales and marketing teams will align around the segments and audiences they're targeting, plus the actions you need to take to deliver the knowledge and experiences your buyers expect.

When you take action with insight into your buyers' priorities, questions and concerns ...



*Source: Forrester/Sirius Decisions™

In a one-hour meeting with your team leads

- Clarify your market category, including direct competitors and other options your buyers would consider for similar outcomes
- Identify your priority target customer demographics, including industry, company size, and/or geography
- Specify the roles of two crucial **B2B buyer personas**, the Economic buyer and Lead Evaluator



One week later, you will be ready to take action

We have conducted thousands of interviews with B2B buyers just like yours to understand how, when and why they make buying decisions. We will mine this database for insights and quotes that explain your buyer's priorities, goals, objections, decision criteria and journey.

- Discuss our insights into your personas' buying decisions
- Evaluate your buyer's journey, including key concerns and questions that motivate your buyer's behavior along that journey
- Create a plan for actions you can take now, plus a free online training if you want to conduct your own interviews



Audience Alignment + Actions



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