

# 21 Ways

Companies Are  
Using Modern Buyer  
Personas



Develop More Leads, Deepen Buyer  
Connection, and Improve Win Rates

# 5 Rings

A modern buyer persona comprised of the 5 Rings of Buying Insight™ reveals what your prospective buyers need to know and experience to have confidence buying from you.

Developed through interviews with buyers, these personas provide a forensic understanding of everything that's important to your prospective customers as they determine who they're going to consider, whittle down their options, and make a confident buying decision.

The table which follows shows 21 ways other companies are successfully using each of the 5 Rings of Buying Insight to eliminate all the guesswork in their marketing, sales, and product strategies.

Use it to guide how these buyer personas can work for you now and in the future.



## **PRIORITY INITIATIVES**

Pain points that trigger a buyer to look for your solution NOW

## **SUCCESS FACTORS**

Outcomes buyers need from their investment

## **PERCEIVED BARRIERS**

Concerns about making the investment, or making it with you

## **DECISION CRITERIA**

Questions a buyer has about your solution and capabilities

## **BUYER'S JOURNEY**

Steps taken; resources trusted; people involved in the decision

5 Rings of Buying Insight™ Applicability

Priority Initiatives   Success Factors   Perceived Barriers   Decision Criteria   Buyer's Journey

**01. Account-Based Marketing (ABM)**

Develop personalized strategies and content for target accounts / roles based on the needs, challenges and desired outcomes of its buyers.



**02. Advertising / Paid Media**

Optimize advertising by targeting the right audience, choosing the best platforms, with content that addresses buyers' pain points.



**03. Buyer Enablement**

Determine the tools, resources, and guidance that buyers need most to navigate their purchasing journey more effectively.



**04. Buyer's Journey**

Identify key steps in the buyer's journey and the information and experiences that prospects need to have confidence buying from you.



**05. Content Strategy (watering holes)**

Target content to where and how buyers consume information to make a confident buying decision (websites, blogs, events, etc.).



**06. Customer Success Stories**

Focus customer success stories on how your solution successfully addressed the pain points and outcomes that buyers care about most.



**07. Decision Influencers**

Determine roles involved in the buying decision and what they care about to develop tailored approaches and content.



**08. Objection Handling**

Understand buyer fears and concerns that squash or delay deals so you can proactively address them in your marketing and sales approach.



**09. Organizational Alignment**

Align marketing, sales, and product teams around a credible source of buying insights so everyone focuses on what buyers need most.



**10. Personalization**

Segment audiences based on their unique buying triggers, needs, and concerns to deliver personalized campaigns and messaging.



**11. Positioning**

Develop your unique positioning by determining buyer needs, concerns, and decision criteria that you can address better than your competitors.



**12. Product Development**

Prioritize product features that solve real problems based on the most pressing needs and concerns of your buyers.



**13. Product Innovation**

Build product roadmaps and develop enhanced capabilities to address emerging and future buyer needs.



**14. Product-Led Marketing (PLM)**

Design a product experience that demonstrates how your solution will address buyers' most important needs, desired outcomes, and concerns.



**15. Sales Enablement**

Develop sales playbooks, tools, and content based on buyer needs and concerns to help sales teams engage effectively and close deals faster.



**16. Sales Conversation Starters**

Develop engaging conversation starters and proof points based on buying triggers and desired outcomes.



**17. Sales Presentations and Demos**

Develop sales presentations and demos that align with buyers' needs, concerns, and the decision criteria they use to evaluate their options.



**18. Senior Management Buy-in**

Secure buy-in for your next big project by showing how the investment aligns with buyer expectations and decision-making.



**19. Thought Leadership**

Develop thought leadership topics and points-of-view that your buyers care about most and influences who they will buy from.



**20. Value Proposition & Messaging**

Develop compelling value props and messaging by aligning with buyer needs, concerns, and the words/phrases/terminology they use.



**21. Website**

Design high-converting web pages that align with buyer needs and the information they seek most at key stages in their buying journey.



# What BPI's Clients are Saying...

"We didn't even know what the buying triggers were. Now, it's like getting the answers before the test. Because we're using the language of customers and focusing on their priorities, we've engaged 8,100 new buyers this year, nearly doubling the 4,400 from all of last year."

*(CMO, Network Management Provider)*

"Our pipeline experienced triple digit growth after the new messaging was provided. Our sales reps really appreciate it. It makes their lives easier because we're telling them how to win. Now everybody has the ability to be a top seller!"

*(VP Product Marketing, Data & Records Management Provider)*

"At a recent trade show, our biggest competitor was directly across the aisle from us. When visitors crossed the aisle to come to our booth, they asked what made us different. Our team was ready – the persona work had made it easy for us to communicate differentiation. In fact, it was the most successful trade show we've ever done!"

*(SVP Marketing, Cybersecurity Compliance & Auditing Provider)*

"We streamlined our messaging to the most important touch points, to the kind of education buyers actually want. Now we can say to our colleagues, 'These are the messages we need to say and why.'"

*(Marketing Director, CRM SaaS Provider)*

"The persona insights told us what was key to say – and not to say. These insights contributed to a new and to a deeper awareness of customer journey stages. It helped us build specific marketing elements for different stages: what to say to whom, when."

*(VP Revenue & Growth, Medical Equipment Manufacturer)*