





**DELIVERABLE NAME:**

**CLIENT NAME:**

**DATE:**

**PERSONA TEMPLATE**

<b>ROLE PROFILE</b> 		<b>COMPANY PROFILE</b> 		<b>BUYING TEAM PARTICIPATION</b> 		<b>INFORMATION PREFERENCES</b> 	
<b>COMMON TITLES</b>		<b>SIZE OF ORGANIZATION</b>		<b>ROLE IN THE BUYING COMMITTEE</b>		<b>EXPERIENCE PREFERENCES</b>	
<b>REPORTING STRUCTURE</b>							<b>CONTENT PREFERENCES</b>
<b>RESPONSIBILITIES</b>		<b>INDUSTRY</b>		<b>BUYING STAGE PARTICIPATION</b>			
<b>CHALLENGES</b>							<b>COMMON LANGUAGES</b>
<b>OPPORTUNITIES</b>		<b>OPERATING STRUCTURE</b>		<b>RELATIONSHIP WITH OTHER MEMBERS</b>			
<b>GOALS</b>							<b>RESEARCH DESTINATIONS</b>