

THE

ULTIMATE BUYER PERSONA

BUYER PERSONA
For SALES

By Sara Storm

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BUYER PERSONA

**WHAT IS
A BP?**

DEFINITION

When you google the term you will find the following:

“A buyer persona is a semi-fictional character that represents your ideal customer. Creating it requires careful work that includes market research, customer data that you already have, and even some assumptions.”

WHY YOU NEED IT

Even though it is fictional, the creation of those buyer personas needs to come from an analysis of your current customers and the needs/issues they have that they use you to solve for them.

So why should Sales care about a buyer persona? Sounds like a marketing term, does it not?

Yes, it does. Let's reclaim that term, salespeople! Right now.

We have been working with Buyer personas forever... just in another context.

Decision makers, we call them.

The people who buy from us, who are they?
As a good Sales rep you know them well.

I will show you some examples.

Sara Storm

IDEAL CUSTOMER PROFILE

MEET SALES MANAGER SIMON



HOW I BUILD SIMON

- Simon is a buyer persona I built when I was starting out in software-sales. I built him on interviews and kept him alive on interviews and customer meeting input.
- Simon has helped me help many of my customers - because understanding them is the only way to help them.
- With Simon in mind, I could constantly hit the nerve of my buyer, asking questions to better understand and do discovery like no other person.

Never eat alone. Every lunch is an opportunity to deep dive into Simon's role and challenges, by talking to different people in his role. It will bring you content for LinkedIn, make you on point in meetings with prospects, and keep you on top of industry trends.

ROLE

- Sales manager/VP of Sales/Head of Sales/CRO
- Responsible for driving new biz sales
- Responsible for sales team dev
- Supporting team to reach their goals
- Has been a sales rep previously

DEMOGRAPHICS

- Finance/Engineer or has no formal education
- Likes: Sports, networking events, reading, exercise
- Male 30-35 years old
- No children
- Sweden

ORGANISATION

- He is part of the management team and has the reports to CEO
- Responsible for 40-100 sales reps or business unit managers with the same size of teams.
- The budget limit before going to the management team is €10,000.

CHALLENGES

- Recruitment
- Development of the team
- Keep the motivation of great sales reps
- Hit target
- Leadership
- Understanding the customer
- Align sales and marketing

GOALS

- Hit quota
- Time management
- Process management
- Advance his own career
- Create more leverage with the board
- Succeed with his chosen projects

HOW YOU CAN HELP

- Behaviors and trends
- Increase efficiency in the teams
- Retain staff
- Increase lead-gen
- Increase profit/growth
- Structure and culture

OBVIOUSLY, this depends on what you are selling. This needs to be tailored to your current gig.

COMMUNICATION

SOCIAL CHANNELS

- LinkedIn
- Text-messages

LANGUAGE

- English
- Swedish

PREFERED FORMAT

- Short Videos
- Reports
- Statistics

Simon has a low attention span so you need to communicate directly and clearly.

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IDEAL CUSTOMER PROFILE

**MEET
SALES
DIRECTOR
SUSAN**



HOW I BUILD SUSAN

- I build Susan when I was selling a prospecting platform - Vainu. I approached her a bit differently because I needed her to work for both marketing messages and sales messages.
- She helped me understand how to tailor both marketing and sales messages and the approach worked well with larger companies.
- She is the result of 15 deeper interviews with a very clear end goal to better understand how to approach her.

BASE INFO

- Susan is a 35 year old woman and she has 1 younger child (4-6 years old). she is divorced, lives in a flat in the city and has her child every other week, she does not have a car and has worked her way up from basic education. She is a hand-on person, who has a tendency to micro manage her staff, the sales team.

BACKGROUND

- Susan has always been in sales, one of the few jobs that does not require an academic education, if you can just prove that you can deliver on target. Susan can do that.

GOALS

- Susan's goal is to continue to crush her team's sales quota , she wants to make more money and prove to the world that she is freaking awesome.
- Her personal goal is also to come off as more strategic than she is.

WINNER

CHALLENGES

- Her team is very used to very traditional methods of sales and she is frustrated by how the "digitalization" does not seem to have reached the company she is working at.
- She believes that her sales reps need to grow to the next level with the next level of sales.
- She is also frustrated about how their marketing is not delivering any good leads to sales and believes that Marketing's only role is to provide leads.

CHALLENGES

- Her idea is that marketing is not doing their job, and she has separated herself from that department as much as she can.
- She is also wondering how she will move her sales reps to a more social selling type environment and is frustrated at how expensive each new sale is.

Basically, Susan is struggling with skill-gaps in her team that she can't fill herself - since she is also lacking the knowledge. It stresses her out.

Doing things right is important for her. She suffers from "Good girl-syndrome" and needs hand holding.

COMMUNICATION

- Susan has a really active LinkedIn- and Twitter profile and she uses Google for pretty much everything she needs to find info on.
- She responds fast to emails and text messages but rarely has time to chat on the phone unless it's a booked meeting.
- She also enjoy video-format, so sending that in a text message or email works really well to catch her attention.

CONTENT OF INTEREST

- Both Marketing and Sales topics interest her, and solving her issues with marketing and lead generation is top priority.

FEARS

- Susan feels overwhelmed about all the different ways available of "solving" her issues, doesn't know what to trust in and she has become indecisive since digesting many different blogs and industry trends.
- She also worries that her sales team isn't ready to change.
- Where should she put her sales budget this year? What if she makes the wrong choice?

Lead with
trust.

MESSAGING

- To reach Susan, everything needs to be concrete and hands-on.
- She needs to feel trust and that there is a guaranteed win for her if she is going to invest.
- She needs to feel that she will get full support in leading her sales team through the change, and does not trust herself to solve that on her own.
- She needs to be connected back to Marketing since they control the digital channels and can give her leads if she helps them.

MESSAGING

She found me via LinkedIn via her own feed and she triggered on messaging in the lines of "How to increase Sales" and "Social Selling Courses" and "How to take your sales team to the next level!"

MESSAGING

“Without aligning Marketing with Sales right now and improving your sales team's social selling skills, you will not be able to continue to grow and crush that sales quota.

This is a promise. So take action right now. Start by getting your sales team on board with this, by giving them a social selling course done by salespeople for salespeople.

After that, we can get your marketing department sorted. So let's do this!”

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BUYER PERSONA

SUMMARY

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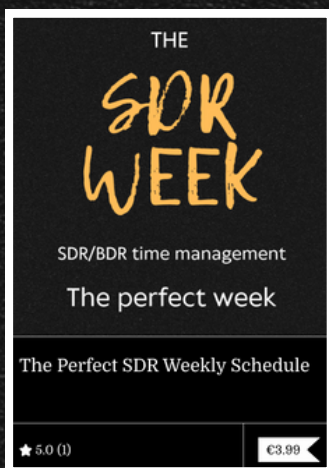
Without a good buyer persona, you will not manage to direct your content or sales activities to the people who need your help, on their terms, with their words and with their pains and your solutions in mind.

Understanding narratives, fears, challenges, and how to communicate with them will be massively impactful.

Salespeople need to build a personal brand on LinkedIn, you need to create content, you need to craft emails and text messages, and cold call pitches.

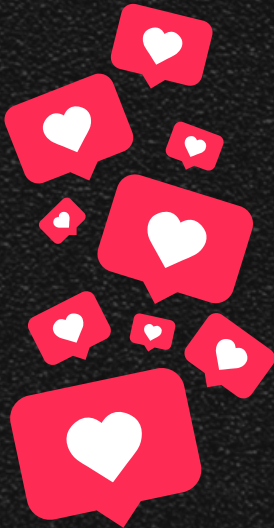
You need to know who you are talking to.

MORE CONTENT



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