Buyer Persona Interviews and Reports – Details + FAQ

<u>At a Glance Overview</u>

Development of a Buyer Persona Profile Report includes several key steps:

1. Identify key buyers to interview
2. Contact buyers to request an interview and coordinate with client
3. Scheduling of interviews
4. Conduct interviews via phone, with audio recording for transcript
5. Print, review and annotate transcripts
6. Prepare Report with 5 Buying Rings of Insight:
    - Priority Initiatives
    - Success Factors
    - Perceived Barriers
    - Decision Criteria
    - Buyer's Journey

<u>Details, Common Questions and Concerns</u>

Reference information on the PROCESS, PRIVACY AND CONTENT of the Buyer Persona Report:

1. Identify key buyers to interview

Ideally, the best buyers for an interview are those who have recently bought your product / solution as well as those who bought from a competitor - or chose to buy nothing at all. Key here is our ability to speak with a buyer who can provide us with insight into their choice - positive and negative - with regard to your solutions and those of the competition.

Q: What if my sales team doesn't want us to interview customers?

A: To gain consensus for this type of research, it's best to meet with either Sales management or your entire team at one time. We can assist you in communicating the importance of understanding your customers better, as a tool to HELP the sales team, to improve their messaging, campaigns and sales enablement strategies. A key result of a Buyer Persona Profile Report should be the production of higher quality leads for the sales team to follow.

2. Contact buyers to request an interview and coordinate with client

We create an email and a blog and/or social media post the client can use to communicate with their buyers, to let them know the value of their opinions. We follow up with separate emails which include an automated calendar function, allowing your buyers to more easily schedule their interview time.

3. Scheduling of interviews

We use Zoom.ai to create a calendar of available times for the client to book an appointment, reducing back and forth communications and avoiding frustration on the part of your client.

4. Conducting interviews via phone with audio recording for transcript

We use Zoom to conduct the interview via phone, which will record the interview for transcript. All participants are notified prior to the call and at the beginning of each call that it is being recorded. All participants must acknowledge and agree to the recording. We stress to all of our clients and buyers that the audio recordings are used solely as a form of note taking. The audio recordings are not released and are kept in strict confidence. In addition to the Buyer Persona Profile Report, the client can view the transcripts in PDF form, if requested, for additional insight.

5. Print, review and annotate transcripts

This process is performed by at least two team members: the original interview and a team member who has NOT originally spoken with the buyer, to ensure all revealing data and insights are captured. A PDF copy of the transcripts (without annotation) can be made available for the client, if requested.

6. Prepare Report with 5 Buying Rings of Insight:

Key to understanding how to benefit from a Buyer Persona Profile Report is to understand what they are NOT: These are not profiles, which seek to identify individuals through their unique demographic or psychographic traits (age, race, ethnicity, education, hobbies, children, etc.).

For example: a buyer may be a 40-something Hispanic woman or a 65-year old white male. Narrowing a persona into these demographic 'buckets' is not beneficial. The Buyer Persona can be a highly effective tool, which does not replace individual relationships, but serves to provide a starting point for the conversation...

(Please see the "5 Rings of Buying Insight," sourced from the Buyer Persona Institute, regarding a description of the BUYER PERSONAL PROFILE REPORT and the 5 RINGS OF BUYING INSIGHT.)

Q: How do we communicate the value of these Buyer Personas to my team, especially the SALES team?

A: Sales people are one of the primary beneficiaries of the insights you will gain about your buyers through your interviews. We recommend you share those insights through a customized presentation that tells sales which types of buyers will want to meet with them, which will not, and why.

However, we do not recommend that you send your completed persona templates to your sales people. We've seen too many marketers caught in a debate about the merits of building an example buyer, when they could have focused on delivering the highly valuable information they had discovered.

For the most part, the only people who need to see your buyer personas in a template format are the people who will use those personas to build message and program strategies, plus those who will be responsible for the tactical implementation of those strategies. Sales people and other stakeholders should see the persona insights that are most relevant to their needs, including the highly targeted, useful tools that marketing created to help them influence those buyers.