








<p>Buyer Persona </p> <p>Who are our buyers? What is the archetype of our buyers? What is their archetypal background? What is their archetypal experience? What is their archetypal balance of professional and personal lives? What are their areas of focus and responsibilities? What are the archetypal roles in organizations?</p>	<p>Goals </p> <p>What are our buyer's business goals? What are our buyer's personal goals? What organizational goals affect their buying behavior?</p>	<p>Buying Process </p> <p>What buying process do our buyers follow? What is their archetypal buyer's journey? How does procurement govern the buying process?</p>	<p>Buyer Thinking </p> <p>Which attitudes hurt/help us on the part of buyers? What perceptions & beliefs do our buyers have? How does buyer thinking affect buying behavior?</p>	<p>Why Buy </p> <p>How do our buyers make choices? What risks affect buying choices? How do our buyers balance consequences and payoffs? How does buyer thinking affect "why" choices? What are the unlocked drivers for decisions? What are the unarticulated "why" reasons for decisions?</p>
<p>Influencers, Stakeholders, Buying Team </p> <p>Who are key stakeholders? Who are internal influencers? External influencers? Who participates on buying team? What role does buyer persona have on buying team? Who participates in the approval process?</p>	<p>Content and Information </p> <p>What information and data references do buyers rely on? How do buyers utilize and share content? What types of content affects purchase decisions? What are content buyers seek and when? How buyers obtain and receive information?</p>			