

# Buyer Insight Map™

Created for:

Date

Iteration #1



**Buyer Mindset**

The Mental Model Identifier

Buyer Persona

**Buyer Drivers**

The Top of Mind Drivers Influencing Behaviors & Decisions

**Buyer Goals**

Archetypal Personal Goals for Segment

Archetypal Business Goals for Segment

**Buyer Think**

Perceptions Influencing Behaviors and Decisions

Attitudes Influencing Behaviors and Decisions

**Buyer Governance**

Budget, Process, and Policies: Challenges and Anxieties Influencing Behaviors and Decisions

**Buyer Choice**

Choices Influencing Decisions

Unarticulated Why They Buy Patterns

Consequences & Payoffs Influencing Why