

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