

## 5 Core Components

### Buyer Insight Research

*Conduct qualitative research directly with buyers*

### Buyer Archetype Description

*Create buyer persona descriptions based on the concept of archetypes*

### Buyer Persona Scenarios™

*Identify the multiple buyer stories, activities, and buying scenarios*

### Buyer Persona Mental Models™

*Interpret attitudes, perceptions, beliefs, and goals into mental models*

### Buyer Strategy

*Perform insight generation and inform buyer strategies*

