

QUESTION SET /BUYER PERSONA “TYPE” DRIVER

Confirmation

Confirm indeed they are the buyer of this product/service

General Information

Name:

Reports To:

Title:

Oversees:

Department:

Demographics

Age:

Years in Role:

Gender:

Years in Company:

Education:

Years in Industry:

Job Description

What are overall roles and responsibilities?

How much of their time/role is dedicated to sourcing product/service of this type?

Company Information

Industry:

of Employees:

Company Type (e.g. OEM vs Manufacturer):

Product/Service Offering:

Financial Size:

Other:

Purchasing/Decision Making Process

What are the steps in exploring and selecting a product/solution from a company like “Company X”?

- Purchasing Department?
- Supplier Database/Approved Vendor?
- Seek Internal Referral?
- Internet Search?
- Industry Association Search?
 - If so which ones?
- Other

Who else influences the decision?

- Owner
- Supervisor/Manager
- Other Departments
(Finance/Engineering/Purchasing)
- Other

What is a typical time frame to make a decision?

Purchasing/Decision Criteria

What does a company like “Company X” product/service solve?

What are the key factors when looking for product/service?

- Brand Awareness
- Referred from Trusted Source
- Compatibility/Trust/Familiarity
- Communication
- Other

- Process
 - Quality
 - Price
- Delivery
- Unique Capabilities
- Unique Tools

What are typical pain points when working with a company like “Company X”?

What can a company like “Company X” do to make your life/job/process easier?

Decision Barriers

What prevents/blocks a decision to work with “Company X” or similar competitor?

- Perceived Barriers
 - Perception of Reputation
 - Competing Interests
 - Lack of Knowledge of Product Offering
 - Other
- Actual Experiences
 - Unsatisfactory Experience
 - Conflict with an Employee
 - Other

Purchasing Frequency

How often do you need this product/service?

What if any prompts/indicators that contribute to need or frequency?

Vendor Loyalty

Do you require multiple quotes?

How many approved vendors/suppliers do you have for this product/service?

Are multiple departments/divisions aware of and/or using “Company X”?

How do you typically handle a poor experience?

Success Factors

When successfully working with “Company X” or a similar competitor how does that effect/impact the whole process (e.g. supply chain faster time to market, greater margin ...)

“Company X” Knowledge

Client

- How many years have you worked with “Company X”?
- What products/services are you aware of?
- Overall how has been your experience?
- What are the advantages you feel “Company X” brings?
- What, if anything, do you feel “Company X can do better?
- How do you feel “Company X” awareness and reputation is perceived in the market?

Prospect

- How many years have you been aware of “Company X”?
- What products/services are you aware of?
- What are the advantages you feel “Company X” brings?
- What are, if any, objections do you have to “Company X”?
- How do you feel “Company X” awareness and reputation is perceived in the market?

- Has “Company X” ever lost opportunities to work with you?
 - If yes why did they lose your business?

Competition

Who does “Company X” compete with for your business?

Are you currently working with any of these companies?

- If yes, who?

How do you feel in general “Company X” fares against their competition?

Overall

- Own words

Specific to

- | | |
|-----------------|---------------|
| • Reputation | • Flexibility |
| • Communication | • Quality |
| • Process | • Price |
| • Reliability | • Time |
| • Availability | • Other |

What advantages if any, do you think the competition has over “Company X”?

Competitor 1 Name

- Competitor Advantages
- Competitor Disadvantages
- “Company X” Advantages
- “Company X” Disadvantages

Competitor 2 Name

- Competitor Advantages
- Competitor Disadvantages
- “Company X” Advantages
- “Company X” Disadvantages

Communication

- How do you prefer to communicate?
 - Email
 - Phone
 - Meeting
 - Web Conference
- Is there a process or frequency which is most helpful?

Influential Resources (list outcomes)

- | | |
|----------------------|--------------|
| • Online Search | • Blogs |
| • Trade Publications | • News Sites |
| • Associations | • Social |
| • Trade Shows | • Other |
| • Linked In Groups | |

Social Involvement

Networks/Activity Level

- | | |
|------------|-----------|
| • LinkedIn | • Twitter |
|------------|-----------|

- Facebook
- Google Plus

- Other

Client Specific Questions

- Map back to client specific goals and objectives