

## TAKEAWAYS

1

### Traditional personas miss sales

Marketing personas focus on titles and demographics, but they lack actionable insights Sales needs to navigate deals.

2

### Buying teams drive decisions

B2B purchases involve multiple stakeholders with different priorities; effective frameworks map those dynamics.

3

### Sales-ready personas enable action

Personas should define when contacts are likely to engage, what they value, and how to influence them with messaging.

4

### Account-based sales need team personas

Successful ABM/ABS depends on engagement of all buying team members, anticipating blockers and rallying champions.

5

### Persona frameworks reduce risk

Identifying missing or weakly engaged personas early helps sales proactively manage objections and solidify advocacy.

## DISCUSSION

A

How can we align marketing personas more closely with sales realities?

B

Do we fully understand the key personas in our buying teams and their influence on decisions?

C

How well does our current persona framework guide sales interactions and messaging?

D

How can we accelerate deal velocity with improved buyer persona frameworks?

E

How do we track and address gaps in buying team engagement?