

TARGET PERSONAS

Identify your target persona(s), then refer to the tables below to find related variations that suit challenges, metrics, and solutions. Understand their goals, motivations, and impactful use cases for personalized outreach.



STAT:

The typical buying group for a B2B solution involves 6 to 10 decision makers,



PRO TIP:

Think about how you can "swarm" your priority accounts by engaging with multiple personas.



AI BOOST:

Use prompt: "Highlight the 3 most important responsibilities in this job description: (insert)."

Persona 1:

Alternate Title #1 / Alternate Title #2 / Alternate Title #3 / Alternate Title #4 /

Desired Outcome	Challenges (Pain)	Implications & Metrics	Solution
Desired Outcome #1	Challenge #1	Implication #1	Solution #1
Desired Outcome #2	Challenge #2	Metric #1	Solution #2
Desired Outcome #3	Challenge #3	Implication #2	Solution #3

Persona 2:

Alternate Title #1 / Alternate Title #2 / Alternate Title #3 / Alternate Title #4 /

Desired Outcome	Challenges (Pain)	Implications & Metrics	Solution
Desired Outcome #1	Challenge #1	Implication #1	Solution #1
Desired Outcome #2	Challenge #2	Metric #1	Solution #2
Desired Outcome #3	Challenge #3	Implication #2	Solution #3

Persona 3:

Alternate Title #1 / Alternate Title #2 / Alternate Title #3 / Alternate Title #4 /

Desired Outcome	Challenges (Pain)	Implications & Metrics	Solution
Desired Outcome #1	Challenge #1	Implication #1	Solution #1
Desired Outcome #2	Challenge #2	Metric #1	Solution #2
Desired Outcome #3	Challenge #3	Implication #2	Solution #3
Desired Outcome #4		Metric #2	

Persona 4:

Alternate Title #1 / Alternate Title #2 / Alternate Title #3 / Alternate Title #4 /

Desired Outcome	Challenges (Pain)	Implications & Metrics	Solution
Desired Outcome #1	Challenge #1	Implication #1	Solution #1
Desired Outcome #2	Challenge #2	Metric #1	Solution #2
Desired Outcome #3	Challenge #3	Implication #2	Solution #3
	Challenge #4	Metric #2	

Persona 5:

Alternate Title #1 / Alternate Title #2 / Alternate Title #3 / Alternate Title #4 /

Desired Outcome	Challenges (Pain)	Implications & Metrics	Solution
Desired Outcome #1	Challenge #1	Implication #1	Solution #1
Desired Outcome #2	Challenge #2	Metric #1	Solution #2
Desired Outcome #3	Challenge #3	Implication #2	Solution #3
	Challenge #4		Solution #4
	Challenge #5		



AI BOOST:

Tools like ChatGPT can help do quick research on what other roles might care most about. Use prompt: "What challenges does a Sr. IT Director face today?"